

Benton Advertising & Promotion Commission

Agenda

March 11, 2026

3:30 pm at Benton City Hall in Council Chambers

(410 River Street)

I. Call to Order

II. Roll Call	Present	Absent	FOIA Compliant
Frank Baptist	_____	_____	_____
Steve Brown	_____	_____	_____
Alison Burch	_____	_____	_____
Bill Eldridge	_____	_____	_____
Elgin Hamner IV	_____	_____	_____
Luke Moody	_____	_____	_____
Greg Shinn	_____	_____	_____

III. Statement of FOIA Compliance

I affirm that I have not engaged in any prohibited discussion, deliberation, or polling regarding any item on this meeting's agenda outside of a properly noticed and open meeting, in compliance with the Arkansas Freedom of Information Act, as amended by Act 505 of 2025.

IV. Minutes from February Meeting

V. Financial Reports / Administrative

- A. Bank Balances and Collections Report – Mandy Spicer
- B. Delinquency Report – Mandy Spicer
- C. Profit and Loss Reports – Jordan Woolbright

VI. Funding

- A. Saline River Race – removed from consideration
- B. Juneteenth – removed from consideration
- C. Arkansas Senior Olympics – 2nd Reading and Vote
- D. Old Fashioned Day Committee – 1st Reading

VII. Benton Event Center Report – Nikki Chumley

VIII. Marketing Report – Rachel Rivers

IX. Development of Exit 114 Property – Bill Eldridge

X. Old Business

None

XI. New Business

- A. Funding Policies and Application
- B. Next Meeting Date – April 8

XII. Other Business

XIII. Adjournment

BENTON ADVERTISING & PROMOTION COMMISSION
Minutes
February 11, 2026

I. CALL TO ORDER

Chairman Bill Eldridge called the meeting of the Benton Advertising & Promotion Commission to order on February 11, 2026, at 3:30 pm at Benton City Hall in Council Chambers.

II. ROLL CALL

Commissioners in attendance were Bill Eldridge, Frank Baptist, Steve Brown, Alison Burch, Luke Moody and Greg Shinn. Elgin Hamner was absent.

III. STATEMENT OF FOIA COMPLIANCE

Bill Eldridge read the Statement of FOIA Compliance and Amy McCormick requested the response of the commissioners. Bill Eldridge, Frank Baptist, Steve Brown, Alison Burch, Luke Moody and Greg Shinn responded that he/she is in compliance with the statement.

IV. MINUTES

Luke Moody made a motion to approve the minutes of the January 14, 2026 meeting. Steve Brown seconded. Motion carried.

V. FINANCIAL REPORTS

A. Bank Balances and Collections Report

Mandy Spicer presented the bank accounts with the following balances as of January 31, 2026:

	Statement Balance	Prev. Month's Balance
A&P Collections General	\$10,197.33	\$9,999.34
A&P Large Project Checking	\$1,198,779.39	\$2,232,317.80
A&P Small Project Checking	\$1,690,679.92	\$1,678,027.82
A&P General Operating Checking	\$180,566.41	\$172,699.33
Benton Focus Group Checking	\$816,298.45	\$804,116.52
Benton Event Center Gen Operating Checking	\$564,905.79	\$560,279.72
Benton Even Center Savings	<u>\$477,563.25</u>	\$466,272.35
	<u>\$4,938,990.54</u>	

Mandy Spicer reported collections received in the month of January 2026 were \$183,525.28, which is a 0.9% increase from January 2025. The collections received in January are for the month of December.

Below are the amounts collected in January of this year along with January of the previous seven years:

January 2026 Collections:	\$183,525.28
January 2025 Collections:	\$181,863.96
January 2024 Collections:	\$182,613.39
January 2023 Collections:	\$155,533.56
January 2022 Collections:	\$154,095.92
January 2021 Collections:	\$136,911.96
January 2020 Collections:	\$127,256.22
January 2019 Collections:	\$117,759.17

B. Profit & Loss Reports

Financial reports were presented by Jordan Woolbright. The A&P Commission bank accounts show the following balances as of January 31, 2026:

Bank OZK – Focus Group Project	\$816,298.45
Bank OZK – A&P	\$174,310.70
Bank OZK – Event Center	\$541,913.20
Bank OZK – Savings	<u>\$477,563.25</u>
Total Checking/Savings	\$2,010,085.60

There is a liability of \$592.00 owed to the Arkansas Department of Finance and the City of Benton for sales tax.

A&P profit and loss statements: for the month of January 2026 and year to date as of January 2026 total income of \$17,451.35 and total operating expenses of \$15,814.92 resulting in net gain of \$1,636.43.

Event Center profit and loss statements: for the month of January 2026 and year to date as of January 2026 total income of \$41,154.09 and total operating expenses of \$47,914.26 resulting in net loss of (\$6,760.17). \$10,000 is transferred each month from the event center operating account to the event center savings account.

Focus Group profit and loss statement: for the month of January 2026 and year to date as of January 2026 total income of \$12,181.93 and total operating expenses of \$0 resulting in net gain of \$12,181.93.

Luke Moody made a motion to accept the financial reports as presented by Mandy Spicer and Jordan Woolbright. Alison Burch seconded. Motion carried.

C. 2026 Budgets

Jordan Woolbright stated the proposed budgets include the tax allocation changes made at the January 2026 meeting and lower budgeted interest income based on the anticipation of lower interest rates this year. A summary of the 2026 budgets are below. The detailed budgets that were presented are attached to these minutes.

Benton Focus Groups: Budgeted income of \$132,000, expenses of \$0 and special event expenses of \$0 with a budgeted net income of \$132,000.

Benton A&P Commission: Budgeted income of \$207,600, expenses of \$218,659.62 with a budgeted net loss of (\$11,059.62). Bill Eldridge reminded the commissioners that they voted at the last meeting to change the sales tax revenue transferred into this account to \$17,000 per month and to keep funding at \$50,000 for the year. Bill recommended the monthly transfer of sales tax revenue be changed to \$18,000. After discussion, Luke Moody made a motion to amend the monthly transfer of sales tax revenue into the Benton A&P Commission account to \$18,000. Alison Burch seconded. Motion carried.

Benton Event Center: Budgeted income of \$536,625.93, expenses of \$545,625.36 and capital expenditures of \$0 with a budgeted net loss of (\$8,999.43).

Luke Moody made a motion to approve the 2026 budgets as presented with the approved revision of the sales tax revenue distributed to the A&P account. Steve Brown seconded. Motion carried.

VI. DELINQUENCY REPORT

Mandy Spicer reported there are 24 delinquent businesses and she expects the accounts to be brought current within the next 30 days.

VII. FUNDING REQUEST

- A. Arkansas USSSA – 2nd reading of request for \$3,500 for Wood Grill / Everett Youth Softball Classic. Discussion included that this short duration type of event that brings a lot of people to Benton is the perfect type of event to support. Luke Moody made a motion approve funding up to \$3,500. Alison Burch seconded. Motion carried.
- B. Saline County Art League, Inc. – 2nd reading of request for \$7,270 for open houses, Saline County Museum Day and other themed events. Steve Brown made a motion to approve funding up to \$7,270. Luke Moody seconded. Motion carried. Harold Pelton thanked the commissioners.
- C. Royal Players, Inc. – 2nd reading of request for \$19,100 to advertise 12 upcoming events and \$19,349 for marquee refurbishment – City attorney Baxter Drennon

explained A&P funds cannot be used to improve private property; therefore, the marquee refurbishment wasn't discussed. Discussion pertaining to the requested \$19,100 included the funding amount approved in 2025, the number of event attendees for the previous few years and the total amount of funding amounts requested and anticipated this year. After discussion, Luke Moody made a motion to approve funding up to \$10,000 with the option of Royal Players returning in July to request additional funds. Greg Shinn seconded. Motion carried.

- D. Arkansas Senior Olympics – 1st reading of request for \$3,500 for 3x3 basketball 40+ tournament. Greg Eberdt and Fran Nichols were recognized. The event will be held on April 25 at the River Center. This is the fourth year the event will be held in Saline County and the second time at the River Center. This is a qualifying tournament and over 20 women's teams and several men's teams are expected to participate. Each team has 5-10 players and coaches. The funding will be used on social media, flyers and television advertising.
- E. Saline River Race – 1st reading of request for \$2,500 for the Saline River Race. Lauren Brown with Benton Parks & Recreation was recognized. Lauren introduced Michael Sacomani with Saline River Canoe. Saline River Canoe partners with Benton Parks & Recreation on this event. The community event is scheduled for April 25 and has taken place annually since 2009. There were 39 teams last year, both professional and recreational and the goal is to grow the event. The requested funding would be used for flyers, social media, newspaper ads, billboards ads and MySaline.com.
- F. Juneteenth – 1st reading of request for 500 for the Juneteenth event. Lauren Brown with Benton Parks & Recreation was recognized. This community event is scheduled for June 13 at Ralph Bunche Park. It will be promoted in Saline County as well as surrounding counties. There will be food, music, bounce houses and historical items.

VIII. BENTON EVENT CENTER REPORT

Nikki Chumley reported about 11 events held in the building since the last meeting, including Dwarfanators, the Arkansas Right to Life banquet and Duck Duck Goose. Only one event had to reschedule because of the ice storm. Total attendance from the day the building opened is 1,051,764.

IX. MARKETING REPORT

Rachel Rivers reported the social media platforms have continued to grow. Recent articles she posted included where to have dinner for Valentine's Day and visiting restaurants before the ice storm hit. She's researching information about RV parks and compiling information. She's also working on gathering marketing assets for organizations to use when they receive funding from A&P. An upcoming project is

Restaurant Week in June and she'll work with the marketing committee on the details along with visiting restaurants to inquire if they want to promote specials or discounts during the week.

X. DEVELOPMENT OF EXIT 114 PROPERTY

Bill Eldridge reported there was a tour of the Buc-ees site this afternoon and the project is ahead of schedule with a prospective opening by mid-August. The dirt work for the RV park and soccer complex is going well.

XI. OLD BUSINESS

None.

XII. NEW BUSINESS

The next meeting of the A&P Commission will be March 11, 2026.

XIII. OTHER BUSINESS


Greg Shinn requested monthly updates on funding requests. Amy McCormick will include this information in the packets.

XIV. ADJOURNMENT

Luke Moody made a motion to adjourn the meeting. Greg Shinn seconded. Motion carried. The meeting was adjourned at 4:35 pm.



Bill Eldridge, Chairman



Amy McCormick, Recording Secretary

Benton Advertising & Promotion Commission Bank Account Balances
February 28, 2026

Account Name	Acct #	Statement Balance	Previous Month's Balance
<u>Cash Accounts:</u>			
A&P Collections General	***1584	20,335.72	10,197.33
			0.00
A&P Large Project Checking	remainder ***0318	725,067.91	1,198,779.39
A&P Small Project Checking	\$10K per month ***0348	1,702,625.37	1,690,679.92
A&P General Op Checking	\$18K per month ***3297	164,982.46	180,566.41
Benton Focus Group/ RV Park Checking	\$10K per month ***2274	818,364.92	816,298.45
			0.00
Benton Event Center General Op Checking	***2640	544,593.81	564,905.79
Benton Event Center Savings	***9832	<u>488,795.71</u>	477,563.25

TOTAL OPERATING CASH & INVESTMENTS

4,464,765.90

Benton A&P Commission
Statement of Assets, Liabilities & Equity - Modified Cash Basis
 Substantially All Disclosures Required by the Modified Cash Basis of Accounting Omitted
 As of February 28, 2026

	Feb 28, 26
ASSETS	
Current Assets	
Checking/Savings	
Bank OZK - Focus Group Checking	818,364.92
Bank OZK - A&P Checking	162,053.59
Bank OZK -Event Center Checking	541,640.33
Bank OZK - Event Center Savings	488,795.71
Total Checking/Savings	2,010,854.55
Total Current Assets	2,010,854.55
TOTAL ASSETS	2,010,854.55
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Sales Tax Payable	612.71
Total Other Current Liabilities	612.71
Total Current Liabilities	612.71
Total Liabilities	612.71
Equity	
Retained Earnings	2,002,435.41
Net Income	7,806.43
Total Equity	2,010,241.84
TOTAL LIABILITIES & EQUITY	2,010,854.55

NO ASSURANCE IS PROVIDED ON THESE STATEMENTS.

Benton A&P Commission
Profit & Loss Budget vs. Actual - A&P - Modified Cash Basis
Substantially All Disclosures Required by the Modified Cash Basis of Accounting Omitted
February 2026

	<u>Feb 26</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Income				
Interest Income	404.24	300.00	104.24	134.75%
Revenue				
A&P Tax Revenue	18,000.00	17,000.00	1,000.00	105.88%
Total Revenue	<u>18,000.00</u>	<u>17,000.00</u>	<u>1,000.00</u>	<u>105.88%</u>
Total Income	<u>18,404.24</u>	<u>17,300.00</u>	<u>1,104.24</u>	<u>106.38%</u>
Gross Profit	<u>18,404.24</u>	<u>17,300.00</u>	<u>1,104.24</u>	<u>106.38%</u>
Expense				
Accounting Services	895.00	875.00	20.00	102.29%
Advertising Expense	135.10	85.00	50.10	158.94%
Comp. for Commissioners	600.00	750.00	(150.00)	80.0%
Funding	2,928.87	4,166.67	(1,237.80)	70.29%
Labor Expenses	3,424.01	3,412.01	12.00	100.35%
Legal Counsel	1,200.00	1,200.00	0.00	100.0%
Service Agreement	6,658.33	6,658.33	0.00	100.0%
Total Expense	<u>15,841.31</u>	<u>17,147.01</u>	<u>(1,305.70)</u>	<u>92.39%</u>
Net Ordinary Income	<u>2,562.93</u>	<u>152.99</u>	<u>2,409.94</u>	<u>1,675.23%</u>
Other Income/Expense				
Other Expense				
Prior Year Unused Funding	14,820.04			
Total Other Expense	<u>14,820.04</u>			
Net Other Income	<u>(14,820.04)</u>			
Net Income	<u>(12,257.11)</u>			

NO ASSURANCE IS PROVIDED ON THESE STATEMENTS.

Benton A&P Commission
Profit & Loss Budget vs. Actual - A&P - Modified Cash Basis
Substantially All Disclosures Required by the Modified Cash Basis of Accounting Omitted
January through February 2026

	<u>Jan - Feb 26</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Income				
Interest Income	855.59	600.00	255.59	142.6%
Revenue				
A&P Tax Revenue	35,000.00	34,000.00	1,000.00	102.94%
Total Revenue	<u>35,000.00</u>	<u>34,000.00</u>	<u>1,000.00</u>	<u>102.94%</u>
Total Income	<u>35,855.59</u>	<u>34,600.00</u>	<u>1,255.59</u>	<u>103.63%</u>
Gross Profit	35,855.59	34,600.00	1,255.59	103.63%
Expense				
Accounting Services	1,495.00	1,475.00	20.00	101.36%
Advertising Expense	189.00	170.00	19.00	111.18%
Comp. for Commissioners	1,350.00	1,500.00	(150.00)	90.0%
Funding	2,928.87	8,333.33	(5,404.46)	35.15%
Labor Expenses	8,589.72	8,563.05	26.67	100.31%
Legal Counsel	2,400.00	2,400.00	0.00	100.0%
Postage	296.98	296.98	0.00	100.0%
Repairs & Maintenance	1,090.00	1,090.00	0.00	100.0%
Service Agreement	13,316.66	13,316.66	0.00	100.0%
Total Expense	<u>31,656.23</u>	<u>37,145.02</u>	<u>(5,488.79)</u>	<u>85.22%</u>
Net Ordinary Income	4,199.36	<u>(2,545.02)</u>	<u>6,744.38</u>	<u>(165.0%)</u>
Other Income/Expense				
Other Expense				
Prior Year Unused Funding	14,820.04			
Total Other Expense	<u>14,820.04</u>			
Net Other Income	<u>(14,820.04)</u>			
Net Income	<u>(10,620.68)</u>			

NO ASSURANCE IS PROVIDED ON THESE STATEMENTS.

Benton A&P Commission
Profit & Loss Budget vs. Actual - Event Center - Modified Cash Basis
Substantially All Disclosures Required by the Modified Cash Basis of Accounting Omitted
February 2026

	<u>Feb 26</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Income				
Interest Income	2,597.59	1,500.00	1,097.59	173.17%
Revenue				
Rental Revenue	46,097.06	53,995.99	(7,898.93)	85.37%
Alcohol Sales	1,255.51	1,552.00	(296.49)	80.9%
Total Revenue	<u>47,352.57</u>	<u>55,547.99</u>	<u>(8,195.42)</u>	<u>85.25%</u>
Total Income	<u>49,950.16</u>	<u>57,047.99</u>	<u>(7,097.83)</u>	<u>87.56%</u>
Gross Profit	49,950.16	57,047.99	(7,097.83)	87.56%
Expense				
Alcohol Expense	1,143.31	500.00	643.31	228.66%
Bank Service Fees	815.52	1,063.38	(247.86)	76.69%
Building Alarm System	147.10	284.33	(137.23)	51.74%
Cable TV	199.43	199.43	0.00	100.0%
Cleaning Service	1,022.72	1,333.33	(310.61)	76.7%
Contract Labor	2,838.26	3,683.00	(844.74)	77.06%
Dues & Memberships	0.00	375.00	(375.00)	0.0%
Health Insurance	1,499.94	1,499.94	0.00	100.0%
Internet/IT	1,929.95	1,929.95	0.00	100.0%
Labor Expenses	14,479.11	14,513.55	(34.44)	99.76%
Laundry Expense	1,095.00	1,844.00	(749.00)	59.38%
Linen & Supplies	345.97	208.00	137.97	166.33%
Office Expense	539.39	609.00	(69.61)	88.57%
Pest Control Expense	0.00	76.30	(76.30)	0.0%
Repairs & Maintenance	4,527.77	4,636.00	(108.23)	97.67%
Supplies	971.97	1,485.99	(514.02)	65.41%
Telephone Expense	29.08	107.84	(78.76)	26.97%
Trash Pickup	596.10	514.10	82.00	115.95%
Utilities	6,760.71	7,367.56	(606.85)	91.76%
Website	69.95	69.95	0.00	100.0%
Total Expense	<u>39,011.28</u>	<u>42,300.65</u>	<u>(3,289.37)</u>	<u>92.22%</u>
Net Ordinary Income	<u>10,938.88</u>	<u>14,747.34</u>	<u>(3,808.46)</u>	<u>74.18%</u>
Net Income	<u>10,938.88</u>	<u>14,747.34</u>	<u>(3,808.46)</u>	<u>74.18%</u>
Transfer to BEC Savings	(10,000.00)			
Transfer from BEC Savings	0.00			

NO ASSURANCE IS PROVIDED ON THESE STATEMENTS.

Benton A&P Commission
Profit & Loss Budget vs. Actual - Event Center - Modified Cash Basis
Substantially All Disclosures Required by the Modified Cash Basis of Accounting Omitted
January through February 2026

	<u>Jan - Feb 26</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Income				
Interest Income	5,387.27	3,000.00	2,387.27	179.58%
Revenue				
Rental Revenue	82,068.81	97,737.37	(15,668.56)	83.97%
Alcohol Sales	3,648.17	3,104.00	544.17	117.53%
Total Revenue	<u>85,716.98</u>	<u>100,841.37</u>	<u>(15,124.39)</u>	<u>85.0%</u>
Total Income	<u>91,104.25</u>	<u>103,841.37</u>	<u>(12,737.12)</u>	<u>87.73%</u>
Gross Profit	91,104.25	103,841.37	(12,737.12)	87.73%
Expense				
Alcohol Expense	2,123.68	1,200.00	923.68	176.97%
Bank Service Fees	1,225.26	1,585.97	(360.71)	77.26%
Building Alarm System	441.30	578.53	(137.23)	76.28%
Cable TV	398.86	398.86	0.00	100.0%
Cleaning Service	2,827.52	3,138.13	(310.61)	90.1%
Contract Labor	7,217.76	8,162.50	(944.74)	88.43%
Dues & Memberships	200.00	575.00	(375.00)	34.78%
Health Insurance	2,774.88	2,774.88	0.00	100.0%
Internet/IT	3,859.90	3,859.90	0.00	100.0%
Labor Expenses	36,311.31	36,409.88	(98.57)	99.73%
Laundry Expense	3,810.60	4,559.60	(749.00)	83.57%
Linen & Supplies	549.03	411.06	137.97	133.56%
Office Expense	828.66	909.00	(80.34)	91.16%
Pest Control Expense	152.86	229.30	(76.44)	66.66%
Repairs & Maintenance	8,540.52	8,636.00	(95.48)	98.89%
Supplies	1,469.13	1,985.99	(516.86)	73.98%
Telephone Expense	135.67	215.68	(80.01)	62.9%
Trash Pickup	1,192.20	1,110.20	82.00	107.39%
Utilities	12,726.50	13,333.35	(606.85)	95.45%
Website	139.90	139.90	0.00	100.0%
Total Expense	<u>86,925.54</u>	<u>90,213.73</u>	<u>(3,288.19)</u>	<u>96.36%</u>
Net Ordinary Income	<u>4,178.71</u>	<u>13,627.64</u>	<u>(9,448.93)</u>	<u>30.66%</u>
Net Income	<u>4,178.71</u>	<u>13,627.64</u>	<u>(9,448.93)</u>	<u>30.66%</u>
Transfer to BEC Savings	(20,000.00)			
Transfer from BEC Savings	0.00			

NO ASSURANCE IS PROVIDED ON THESE STATEMENTS.

Benton A&P Commission
Profit & Loss Budget vs. Actual - Focus Group - Modified Cash Basis
Substantially All Disclosures Required by the Modified Cash Basis of Accounting Omitted
February 2026

	<u>Feb 26</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Income				
Interest Income	2,066.47	1,000.00	1,066.47	206.65%
Revenue				
A&P Tax Revenue	0.00	10,000.00	(10,000.00)	0.0%
Total Revenue	<u>0.00</u>	<u>10,000.00</u>	<u>(10,000.00)</u>	<u>0.0%</u>
Total Income	<u>2,066.47</u>	<u>11,000.00</u>	<u>(8,933.53)</u>	<u>18.79%</u>
Gross Profit	<u>2,066.47</u>	<u>11,000.00</u>	<u>(8,933.53)</u>	<u>18.79%</u>
Net Ordinary Income	<u>2,066.47</u>	<u>11,000.00</u>	<u>(8,933.53)</u>	<u>18.79%</u>
Net Income	<u><u>2,066.47</u></u>	<u><u>11,000.00</u></u>	<u><u>(8,933.53)</u></u>	<u><u>18.79%</u></u>

NO ASSURANCE IS PROVIDED ON THESE STATEMENTS.

Benton A&P Commission
Profit & Loss Budget vs. Actual - Focus Group - Modified Cash Basis
Substantially All Disclosures Required by the Modified Cash Basis of Accounting Omitted
January through February 2026

	<u>Jan - Feb 26</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Income				
Interest Income	4,248.40	2,000.00	2,248.40	212.42%
Revenue				
A&P Tax Revenue	10,000.00	20,000.00	(10,000.00)	50.0%
Total Revenue	<u>10,000.00</u>	<u>20,000.00</u>	<u>(10,000.00)</u>	<u>50.0%</u>
Total Income	<u>14,248.40</u>	<u>22,000.00</u>	<u>(7,751.60)</u>	<u>64.77%</u>
Gross Profit	<u>14,248.40</u>	<u>22,000.00</u>	<u>(7,751.60)</u>	<u>64.77%</u>
Net Ordinary Income	<u>14,248.40</u>	<u>22,000.00</u>	<u>(7,751.60)</u>	<u>64.77%</u>
Net Income	<u>14,248.40</u>	<u>22,000.00</u>	<u>(7,751.60)</u>	<u>64.77%</u>

NO ASSURANCE IS PROVIDED ON THESE STATEMENTS.

Benton Event Center-Event Report

February 11, 2026 to March 10, 2026

October 1, 2013 to February 10, 2026

1,051,764

	Date(s)	# of Attendees
Rental Concepts Manager's Meeting	2/16/2026	65
AR County Judges Association Conference	2/17-2/20/2026	1,045
Whitetails Unlimited	2/21/2026	220
Mondelez International Sales Rally	2/23-2/24/2026	140
Nursing Consultants	2/24-2/26/2026	210
Memphis Flea Market	2/27-3/1/2026	1,300
AACIA Conference (Curriculum)	3/2-3/3/2026	240
Shelter Insurance	3/4/2026	200
Entergy Safety Meeting	3/5/2026	130
Paradigm Pipeline Safety Meeting	3/5/2026	50
SCARA	3/5/2026	225
RetirePath Workshop	3/5/2026	25
Saline County Gun & Knife Show	3/6-3/8/2026	3200
Benton Chamber of Commerce Banquet	3/9-3/10/2026	570

of Events: 14

TOTAL: 7,620

TOTAL: 1,059,384



Marketing Report, March 11, 2026

Facebook Followers & Views Summary

Date	Followers	Change	Views
August	0	+638	25,900
September	638	+181	19,200
October	819	+203	23,200
November	1,022	+195	76,500
December	1,217	+205	38,100
January	1,524	+307	50,400
February	1,682	+158	27,400

GOAL: 5,000 followers by the end of 2026 (277+ per month)

Content:

- Party Rooms and Event Rental Spaces in Benton
- Stay Close, Play Big: Spring Break Adventures in Benton
- Launch of Restaurant Week in June – 12 restaurants participating so far

Instagram Followers Growth Summary

GOAL: 1,000 followers by the end of 2026 (61+ per month)

Date	Followers	Change from Previous
August	150	–
September	206	+56
October	243	+37
November	276	+33
December	327	+51
January	352	+25
February	385	+33



Benton A&P Commission

607 N. Market Street

Benton, AR 72015

(501) 860-7002

FUNDING POLICIES

The Benton Advertising and Promotion Commission (A&P Commission) has a funding program where entities may apply for funding monies to help offset the marketing costs of their event or program. The primary purpose of this program is to promote the City of Benton and improve its quality of life and attract visitors and events from outside Benton.

The A&P Commission funding program is not designed to fund programs or events over a long period of time. **Requesting organizations should not assume nor budget A&P support annually.** The A&P Commission hopes programs or events that are funded will be self-sufficient after three years. The A&P Commission may fund programs or events beyond three years on a case-by-case basis. Funding will be reduced by 25% each time a funding request is considered for the same event or program. For example:

Year One: \$1,000 approved

Year Two: \$750 approved

Year Three: \$500 approved

Entities awarded funds must follow all A&P Commission guidelines and requirements to receive allocated dollars. Funding is awarded on a first-come, first-served basis.

Criteria

1. Funds must be used for an event or program taking place in the City of Benton.
2. Event or program should have the potential to bring attendees from outside Benton and preferably spend the night.
3. Event or program should have the potential for its attendees to visit restaurants/convenience stores/other food service businesses in the City of Benton.
4. Event or program must increase economic activity for the City of Benton.

Consideration will take place if:

1. Funds are available.
2. Event or program attracts visitors.
3. Event or program enhances quality of life for residents.
4. Event or program contributes to the betterment of the tourism infrastructure.
5. Event or program includes live music, arts, athletics and/or culture.

6. Planning for event or program includes multiple funding sources other than the Benton A&P Commission.

Funding Request

1. Must be received by the A&P Commission office one week before the regularly scheduled meeting of the Commission. Currently, the Commission meets on the second Wednesday of each month.
2. Must be received 90 days prior to the event or program.
3. Should substantiate the economic impact of the event or program as it pertains to attracting visitors from outside Benton to Benton hotels and restaurants.
4. Will be reviewed (first reading) by the A&P Commission at its regular scheduled meeting. The request will be reviewed again (second reading) and be voted on at the meeting following the initial review.
5. Only one funding request can be submitted for a program or event during a calendar year.

Payment of Invoices

1. Invoices for marketing expenses to be paid by the A&P Commission will be paid directly to the vendor.
2. Vendors located in Benton should be given priority.
3. For vendors that require advance payment or payment by credit card at the time of ordering, the organization will have to pay the invoice and be reimbursed by the A&P Commission. The original invoice and receipt or proof of payment must be submitted to be reimbursed.
4. All invoices must be submitted to the A&P Commission within 60 days of the event or program or the invoice will not be paid.

The A&P Commission logo must appear on all program and event promotional ads and materials as appropriate.

If an event or program is voted to be supported in part by the A&P Commission, the requesting organization will receive notification via email along with the marketing assets to include in marketing materials.

After the event or program, the organization is required to give a report to the A&P Commission at one of its monthly meetings.

Organizations agree in writing to indemnify the A&P Commission of any liability associated with the organization, event or program.

Any support from the A&P Commission is subject to the Freedom of Information Laws as stated in the Arkansas Freedom of Information Act. All events or programs shall abide by local, state and federal laws. Furthermore, the event or program shall not be of a questionable nature and may not exclude race, creed or religion. It must be open to the public.



Benton A&P Commission
607 N. Market Street
Benton, AR 72015
(501) 860-7002

FUNDING REQUEST APPLICATION

Organization Name:
Event Title:
Total Funding Requested:

CONTACT INFORMATION

Contact Person: _____

Address: _____

Phone: _____ Email Address: _____

REQUEST DETAILS

Event Date(s): _____ Location: _____

Is this a first year event? _____

Number of years the event or program has occurred: _____

Projected economic impact of event/program on the City of Benton: _____

Planned Activities: _____

Purpose of Event: _____

Proposed Use of Funds Generated by Event: _____

We, _____ (requesting organization) agree to release the Benton Advertising and Promotion Commission, its Commissioners and employees, from liability associated with the organization and/or event for which funds are requested.

Signed _____ Date _____
Requesting Organization

The Benton Advertising and Promotion Commission reserves the right to require a presentation from the requesting organization when necessary. The Commission reserves the right to reject any and all requests.

Signed _____ Date _____
Requesting Organization

We, _____ (requesting organization) have read and understand the Funding Policies.

Signed _____ Date _____
Requesting Organization