

Benton Advertising & Promotion Commission
Agenda
April 8, 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 March 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

Old Fashioned Day Committee – 2nd Reading and Vote

VII. Benton Event Center Report – Nikki Chumley

VIII. Marketing Report – Rachel Rivers

IX. Development of Exit 114 Property – Bill Eldridge

X. Old Business

Funding Policies and Application – Workshop on April 15th at 3:00 pm at Benton Area Chamber of Commerce

XI. New Business

Next Meeting Date – May 13

XII. Other Business

XIII. Adjournment

BENTON ADVERTISING & PROMOTION COMMISSION
Minutes
March 11, 2026

I. CALL TO ORDER

Chairman Bill Eldridge called the meeting of the Benton Advertising & Promotion Commission to order on March 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, Elgin Hamner, Luke Moody and Greg Shinn.

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, Elgin Hamner, 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 February 11, 2026 meeting. Alison Burch seconded. Motion carried.

V. FINANCIAL REPORTS

A. Bank Balances and Collections Report

Mandy Spicer presented the bank accounts with the following balances as of February 28, 2026:

	Statement Balance	Prev. Month's Balance
A&P Collections General	\$20,335.72	\$10,197.33
A&P Large Project Checking	\$725,067.91	\$1,198,779.39
A&P Small Project Checking	\$1,702,625.37	\$1,690,679.92
A&P General Operating Checking	\$164,982.46	\$180,566.41
Benton Focus Group Checking	\$818,364.92	\$816,298.45
Benton Event Center Gen Operating Checking	\$544,593.81	\$564,905.79
Benton Even Center Savings	<u>\$488,795.71</u>	\$477,563.25
	<u>\$4,464,765.90</u>	

Mandy Spicer reported collections received in the month of February 2026 were \$163,797.33, which is a 7.1% increase from February 2025. The collections received in February are for the month of January.

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

February 2026 Collections:	\$163,797.33
February 2025 Collections:	\$139,469.77
February 2024 Collections:	\$152,869.71
February 2023 Collections:	\$167,462.05
February 2022 Collections:	\$129,638.16
February 2021 Collections:	\$109,322.08
February 2020 Collections:	\$117,613.40
February 2019 Collections:	\$107,528.57

B. Delinquency Report

Report not given.

C. Profit & Loss Reports

Financial reports were presented by Jordan Woolbright. The following A&P Commission bank accounts show the following balances as of February 28, 2026:

Bank OZK – Focus Group Project 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	<u>\$488,795.71</u>
Total Checking/Savings	\$2,010,854.55

There is a liability of \$612.71 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 February 2026 total income of \$18,404.24, total operating expenses of \$15,841.31 and other expenses of \$14,820.04 resulting in a net loss of (\$12,257.11). For the year to date as of February 28, 2026 total income of \$35,855.59, total operating expenses of \$31,656.23 and other expenses of \$14,820.04 resulting in a net loss of (\$10,620.68).

Event Center profit and loss statements: for the month of February 2026 total income of \$49,950.16 and total operating expenses of \$39,011.28 resulting in a net gain of \$10,938.88. For the year to date as of February 28, 2026 total income of \$91,104.25, total operating expenses of \$86,925.54 resulting in a net gain of \$4,178.71. \$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 February 2026 total income of \$2,066.47 and total operating expenses of \$0 resulting in a net gain of \$2,066.47. For the year to date as of February 28, 2026 total income of \$14,248.40 and total operating expenses of \$0 resulting in net gain of \$14,248.40.

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

VI. FUNDING REQUEST

- A. Bill Eldridge reported that the requests for the Saline River Race and Juneteenth have been removed from consideration by the requester.
- B. Arkansas Senior Olympics – 2nd reading of request for \$3,500 for 3x3 basketball 40+ tournament. Luke Moody made a motion to approve funding up to \$3,500. Alison Burch seconded. Motion carried.
- C. Old Fashioned Day – 1st reading of request for \$6,000 for event. Tonya Morgan was recognized. She thanked the commissioners for the opportunity. The event experienced huge growth last year and will have additional fun activities this year, including a kids area organized and managed by the Saline County Boys & Girls Club. The media plan this year will start earlier and will include advertising on Facebook, Clear Channel radio, MySaline, the *Saline Courier* and signage.

VII. BENTON EVENT CENTER REPORT

Nikki Chumley reported about 14 events held in the building since the last meeting, including conferences, a fundraiser, company meetings, banquets and a gun and knife show. Total attendance from the day the building opened is 1,059,384.

VIII. MARKETING REPORT

Rachel Rivers stated Facebook views for the month of February totaled 27,400. She posted features on party rooms which had 8,500 views and spring break adventures in Benton. She has started visiting Benton restaurants to share information about the upcoming restaurant week. She currently has 15 commitments. She's also researching promotional items to use this year.

IX. DEVELOPMENT OF EXIT 114 PROPERTY

Bill Eldridge reported the dirt work for the RV park and soccer complex is ongoing and the required permit has been received for the creek side of the property. Bucees is scheduled to open early to mid August.

X. OLD BUSINESS

None.

XI. NEW BUSINESS

A. Funding Policies and Application – Discussion about the drafts of potential new funding policies and application included: A&P funding is not meant to be long-term but to help events get established, organizations should not budget or depend on A&P funding, putting the documents on the website once approved, limiting the number of years funding will be given to an event, the effective date of the new policies and requiring a report from the organizer after the event. The commissioners expressed interest in scheduling a workshop to review the policies and procedures to finalize them before the next meeting.

B. The next meeting of the A&P Commission will be April 8, 2026.

XII. OTHER BUSINESS

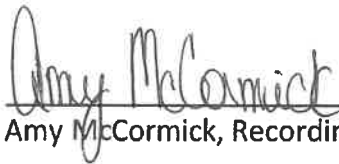
None.

XIII. ADJOURNMENT

Luke Moody made a motion to adjourn the meeting. Elgin Hamner seconded. Motion carried. The meeting was adjourned at 4:07 pm.



Bill Eldridge, Chairman



Amy McCormick, Recording Secretary

Benton Advertising & Promotion Commission Bank Account Balances
March 31, 2026

Account Name	Acct #	Statement Balance	Previous Month's Balance
Cash Accounts:			
A&P Collections General	***1584	10,522.45	20,335.72
			0.00
A&P Large Project Checking	remainder ***0318	854,834.27	725,067.91
A&P Small Project Checking	\$10K per month ***0348	1,716,587.05	1,702,625.37
A&P General Op Checking	\$18K per month ***3297	167,338.53	164,982.46
Benton Focus Group/ RV Park Checking	\$10K per month ***2274	840,760.60	818,364.92
			0.00
Benton Event Center General Op Checking	***2640	484,595.00	544,593.81 ✓
Benton Event Center Savings	***9832	500,236.99	488,795.71
TOTAL OPERATING CASH & INVESTMENTS			<u><u>4,574,874.89</u></u>

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 March 31, 2026

	Mar 31, 26
ASSETS	
Current Assets	
Checking/Savings	
Bank OZK - Focus Group Checking	840,760.60
Bank OZK - A&P Checking	166,144.43
Bank OZK -Event Center Checking	483,442.74
Bank OZK - Event Center Savings	500,236.99
Total Checking/Savings	1,990,584.76
Total Current Assets	1,990,584.76
TOTAL ASSETS	1,990,584.76
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Sales Tax Payable	825.24
Total Other Current Liabilities	825.24
Total Current Liabilities	825.24
Total Liabilities	825.24
Equity	
Retained Earnings	2,002,435.41
Net Income	(12,675.89)
Total Equity	1,989,759.52
TOTAL LIABILITIES & EQUITY	1,990,584.76

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
March 2026

	<u>Mar 26</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Income				
Interest Income	450.76	300.00	150.76	150.25%
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>18,450.76</u>	<u>17,300.00</u>	<u>1,150.76</u>	<u>106.65%</u>
Gross Profit	18,450.76	17,300.00	1,150.76	106.65%
Expense				
Accounting Services	600.00	600.00	0.00	100.0%
Advertising Expense	519.50	0.00	519.50	100.0%
Comp. for Commissioners	600.00	750.00	(150.00)	80.0%
Funding	1,363.00	4,166.66	(2,803.66)	32.71%
Labor Expenses	3,419.09	3,406.32	12.77	100.38%
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>14,359.92</u>	<u>16,781.31</u>	<u>(2,421.39)</u>	<u>85.57%</u>
Net Ordinary Income	<u>4,090.84</u>	<u>518.69</u>	<u>3,572.15</u>	<u>788.69%</u>
Net Income	<u><u>4,090.84</u></u>	<u><u>518.69</u></u>	<u><u>3,572.15</u></u>	<u><u>788.69%</u></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 March 2026

	<u>Jan - Mar 26</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Income				
Interest Income	1,306.35	900.00	406.35	145.15%
Revenue				
A&P Tax Revenue	53,000.00	51,000.00	2,000.00	103.92%
Total Revenue	<u>53,000.00</u>	<u>51,000.00</u>	<u>2,000.00</u>	<u>103.92%</u>
Total Income	<u>54,306.35</u>	<u>51,900.00</u>	<u>2,406.35</u>	<u>104.64%</u>
Gross Profit	54,306.35	51,900.00	2,406.35	104.64%
Expense				
Accounting Services	2,095.00	2,075.00	20.00	100.96%
Advertising Expense	708.50	170.00	538.50	416.77%
Comp. for Commissioners	1,950.00	2,250.00	(300.00)	86.67%
Funding	4,291.87	12,499.99	(8,208.12)	34.34%
Labor Expenses	12,008.81	11,969.37	39.44	100.33%
Legal Counsel	3,600.00	3,600.00	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	19,974.99	19,974.99	0.00	100.0%
Total Expense	<u>46,016.15</u>	<u>53,926.33</u>	<u>(7,910.18)</u>	<u>85.33%</u>
Net Ordinary Income	8,290.20	<u>(2,026.33)</u>	<u>10,316.53</u>	<u>(409.12%)</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>(6,529.84)</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
March 2026

	<u>Mar 26</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Income				
Interest Income	2,866.01	1,500.00	1,366.01	191.07%
Revenue				
Rental Revenue	55,865.94	50,994.26	4,871.68	109.55%
Alcohol Sales	368.83	1,552.00	(1,183.17)	23.77%
Total Revenue	<u>56,234.77</u>	<u>52,546.26</u>	<u>3,688.51</u>	<u>107.02%</u>
Total Income	<u>59,100.78</u>	<u>54,046.26</u>	<u>5,054.52</u>	<u>109.35%</u>
Gross Profit	59,100.78	54,046.26	5,054.52	109.35%
Expense				
Alcohol Expense	0.00	200.00	(200.00)	0.0%
Bank Service Fees	820.23	353.67	466.56	231.92%
Building Alarm System	147.10	292.15	(145.05)	50.35%
Cable TV	199.43	199.43	0.00	100.0%
Cleaning Service	1,443.84	1,333.33	110.51	108.29%
Contract Labor	3,345.80	3,683.00	(337.20)	90.84%
Dues & Memberships	175.00	0.00	175.00	100.0%
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	14,479.12	14,513.55	(34.43)	99.76%
Laundry Expense	1,007.40	1,844.00	(836.60)	54.63%
Linen & Supplies	0.00	208.00	(208.00)	0.0%
Office Expense	288.02	609.00	(320.98)	47.29%
Pest Control Expense	76.30	76.30	0.00	100.0%
Repairs & Maintenance	5,219.22	4,636.00	583.22	112.58%
Supplies	1,310.23	1,460.81	(150.58)	89.69%
Telephone Expense	275.40	107.84	167.56	255.38%
Trash Pickup	596.10	611.42	(15.32)	97.49%
Utilities	6,194.12	6,279.91	(85.79)	98.63%
Website	69.95	69.95	0.00	100.0%
Total Expense	<u>39,077.15</u>	<u>39,908.25</u>	<u>(831.10)</u>	<u>97.92%</u>
Net Ordinary Income	<u>20,023.63</u>	<u>14,138.01</u>	<u>5,885.62</u>	<u>141.63%</u>
Other Income/Expense				
Other Expense				
Capital Expenditures				
Lighting Control System	66,992.47			
Total Capital Expenditures	<u>66,992.47</u>			
Total Other Expense	<u>66,992.47</u>			
Net Other Income	<u>(66,992.47)</u>			
Net Income	<u>(46,968.84)</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 March 2026

	<u>Jan - Mar 26</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Income				
Interest Income	8,253.28	4,500.00	3,753.28	183.41%
Revenue				
Rental Revenue	137,934.75	148,731.63	(10,796.88)	92.74%
Alcohol Sales	4,017.00	4,656.00	(639.00)	86.28%
Total Revenue	<u>141,951.75</u>	<u>153,387.63</u>	<u>(11,435.88)</u>	<u>92.54%</u>
Total Income	<u>150,205.03</u>	<u>157,887.63</u>	<u>(7,682.60)</u>	<u>95.13%</u>
Gross Profit	150,205.03	157,887.63	(7,682.60)	95.13%
Expense				
Alcohol Expense	2,123.68	1,400.00	723.68	151.69%
Bank Service Fees	2,045.49	1,939.64	105.85	105.46%
Building Alarm System	588.40	870.68	(282.28)	67.58%
Cable TV	598.29	598.29	0.00	100.0%
Cleaning Service	4,271.36	4,471.46	(200.10)	95.53%
Contract Labor	10,563.56	11,845.50	(1,281.94)	89.18%
Dues & Memberships	375.00	575.00	(200.00)	65.22%
Health Insurance	4,274.82	4,274.82	0.00	100.0%
Internet/IT	5,789.85	5,789.85	0.00	100.0%
Labor Expenses	50,790.43	50,923.43	(133.00)	99.74%
Laundry Expense	4,818.00	6,403.60	(1,585.60)	75.24%
Linen & Supplies	549.03	619.06	(70.03)	88.69%
Office Expense	1,116.68	1,518.00	(401.32)	73.56%
Pest Control Expense	229.16	305.60	(76.44)	74.99%
Repairs & Maintenance	13,759.74	13,272.00	487.74	103.68%
Supplies	2,779.36	3,446.80	(667.44)	80.64%
Telephone Expense	411.07	323.52	87.55	127.06%
Trash Pickup	1,788.30	1,721.62	66.68	103.87%
Utilities	18,920.62	19,613.26	(692.64)	96.47%
Website	209.85	209.85	0.00	100.0%
Total Expense	<u>126,002.69</u>	<u>130,121.98</u>	<u>(4,119.29)</u>	<u>96.83%</u>
Net Ordinary Income	<u>24,202.34</u>	<u>27,765.65</u>	<u>(3,563.31)</u>	<u>87.17%</u>
Other Income/Expense				
Other Expense				
Capital Expenditures				
Lighting Control System	66,992.47			
Total Capital Expenditures	<u>66,992.47</u>			
Total Other Expense	<u>66,992.47</u>			
Net Other Income	<u>(66,992.47)</u>			
Net Income	<u>(42,790.13)</u>			
Transfer to BEC Savings	(30,000.00)			
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
March 2026

	<u>Mar 26</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Income				
Interest Income	2,395.68	1,000.00	1,395.68	239.57%
Revenue				
A&P Tax Revenue	20,000.00	10,000.00	10,000.00	200.0%
Total Revenue	<u>20,000.00</u>	<u>10,000.00</u>	<u>10,000.00</u>	<u>200.0%</u>
Total Income	<u>22,395.68</u>	<u>11,000.00</u>	<u>11,395.68</u>	<u>203.6%</u>
Gross Profit	<u>22,395.68</u>	<u>11,000.00</u>	<u>11,395.68</u>	<u>203.6%</u>
Net Ordinary Income	<u>22,395.68</u>	<u>11,000.00</u>	<u>11,395.68</u>	<u>203.6%</u>
Net Income	<u><u>22,395.68</u></u>	<u><u>11,000.00</u></u>	<u><u>11,395.68</u></u>	<u><u>203.6%</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 March 2026

	<u>Jan - Mar 26</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Income				
Interest Income	6,644.08	3,000.00	3,644.08	221.47%
Revenue				
A&P Tax Revenue	30,000.00	30,000.00	0.00	100.0%
Total Revenue	30,000.00	30,000.00	0.00	100.0%
Total Income	36,644.08	33,000.00	3,644.08	111.04%
Gross Profit	36,644.08	33,000.00	3,644.08	111.04%
Net Ordinary Income	36,644.08	33,000.00	3,644.08	111.04%
Net Income	<u>36,644.08</u>	<u>33,000.00</u>	<u>3,644.08</u>	<u>111.04%</u>

NO ASSURANCE IS PROVIDED ON THESE STATEMENTS.

2026 Advertising and Promotion Commission Funding

Sponsor/Event	Requested	Approved	Paid
Arkansas USSSA	\$ 3,500.00	\$ 3,500.00	
Saline County Art League	\$ 7,270.00	\$ 7,270.00	
Royal Players	\$ 19,100.00	\$ 10,000.00	\$ 4,291.87
Saline River Race - \$2,500	removed from consideration by requester		
Juneteenth - \$500	removed from consideration by requester		
Arkansas Senior Olympics	\$ 3,500.00	\$ 3,500.00	
Old Fashioned Day	\$ 6,000.00		
Totals	\$ 39,370.00	\$ 24,270.00	\$ 4,291.87

Total Budgeted for 2026 Funding	\$ 50,000.00

2026 Funding Expenses:

Alright Printing - Royal Players	2/18/2026 ck #1823	\$ 950.00
Royal Players	2/18/2026 ck #1824	\$ 682.77
Young Players - Royal Players	2/25/2026 ck #1825	\$ 663.10
KURB-FM Cumulus Media-Royal Players	2/25/2026 ck #1826	\$ 633.00
KURB-FM Cumulus Media-Royal Players	3/3/2026 ck #1835	\$ 132.00
Adam Davis-Royal Players	3/3/2026 ck #1836	\$ 30.00
KURB-FM Cumulus Media-Royal Players	3/16/2026 ck #1838	\$ 501.00
Alright Printing - Royal Players	3/19/2026 ck #1839	\$ 700.00

Benton Event Center-Event Report

March 11, 2026 to April 7, 2026

October 1, 2013 to March 10, 2026

1,059,384

	Date(s)	# of Attendees
ASP Connected Vehicle Class	3/11/2026	110
Benton Home Show	3/12-3/14/2026	1,270
ACA College & Military Fair	3/18/2026	300
SC Wild Turkey Federation	3/19/2026	250
Hurricane Creek Federanl Annual Meeting	3/19/2026	280
UAMS Residency Match Day	3/20/2026	1100
Second Jurisdiction	3/20-21/2026	725
SCI Banquet & Fundrasier	3/27/2026	155
SportsCard & Memorbillia Show/ Vinyl Con	3/28/2026	1040*
Jackman Baby Shower	3/29/2026	30
Bauxite Prom	4/3/2026	300
Collective Church- Easter Service	4/4-5/2026	800
Will Awareness	4/6/2026	120
New Beginnings Banquet	4/7/2026	610
	14 Events	TOTAL: 6,050

TOTAL: 1,065,434

*400- SportsCard 640- Vinyl Con



City of Benton Advertising and Promotion Commission
Marketing Report, April 8, 2026

- Restaurant Week June 14-20: **30 restaurants** participating so far
- THV11 is advertising Third Thursday and Restaurant Guide/Week
- A&P Booth at Third Thursday – Logo Stickers, Cups, Fans



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	1,519	+302	50,400
February	1,672	+153	27,400
March	1,844	+172	52,400

GOAL: 5,000 followers by the end of 2026



Instagram Followers Growth Summary

GOAL: 1,000 followers by the end of 2026

Date	Followers	Change from Previous
August	150	-
September	206	+56
October	243	+37
November	276	+33
December	326	+50
January	351	+24
February	382	+31
March	431	+49



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