

**Benton Advertising & Promotion Commission**  
**Agenda of Special Called Meeting**  
**September 22, 2022**  
**3:30 pm at the Benton Municipal Complex in Council Chambers**

**I. Call to Order**

<b>II. Roll Call</b>	<b>Present</b>	<b>Absent</b>
Steve Brown	_____	_____
Alison Burch	_____	_____
Brandi Crabtree	_____	_____
Bill Eldridge	_____	_____
Elgin Hamner IV	_____	_____
Steve Lee	_____	_____
Luke Moody	_____	_____

**III. Reading of Civil Statement**

**IV. Minutes from August Meeting**

**V. Financial Reports**

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

**VI. Administrative**

Delinquency Report – Mandy Spicer

**VII. Funding Request**

Old Fashioned Day – 2<sup>nd</sup> Reading and Vote

**VIII. Report from Benton Event Center – Nikki Chumley**

**IX. Old Business**

- A. BEC Cleaning Service – Nikki Chumley
- B. Retail Strategies – Lamont Cornwell

**X. New Business**

- A. Commissioner Term Expiration – Bill Eldridge
- B. Survey for Potential Land Purchase – Bill Eldridge

**XI. Other Business**

**XII. Adjournment**

## **BENTON ADVERTISING & PROMOTION COMMISSION**

### **Minutes**

**August 10, 2022**

**I. CALL TO ORDER**

Chairman Bill Eldridge called the regularly scheduled meeting of the Benton Advertising & Promotion Commission to order on August 10, 2022 at 3:34 pm at the Benton Municipal Complex in Council Chambers.

**II. ROLL CALL**

Commissioners in attendance included: Bill Eldridge, Steve Brown, Steve Lee and Luke Moody. Brandi Crabtree, Alison Burch and Elgin Hamner IV were absent.

**III. CIVIL STATEMENT**

Bill Eldridge read the city's Civil Statement.

**IV. MINUTES**

Luke Moody made a motion to approve the minutes of the July 13, 2022 meeting. Steve Lee seconded. Motion carried.

**V. FINANCIAL REPORTS**

Financial reports were presented by Jordan Woolbright. The A&P Commission bank accounts show the following balances as of July 31, 2022:

Bank OZK – Focus Group Project	\$118,438.91
Bank OZK – A&P	\$56,397.90
Bank OZK – Event Center	\$397,367.65
Bank OZK – Savings	<u>\$239,102.51</u>
Total Checking/Savings	\$811,306.97

A&P profit and loss statement: for the month of July 2022 total income of \$15,438.52 and total expenses of \$9,890.48 resulting in net income of \$5,548.04. For the year to date as of July 2022 total income of \$104,880.89, total operating expenses of \$68,250.94 and capital expenditures of \$75,000.00 resulting in a net loss of (\$38,370.05).

Event Center profit and loss statement: for the month of July 2022 total income of \$42,066.73, total operating expenses of \$40,977.86 resulting in a net income of \$1,088.87. Jordan pointed out that the repairs & maintenance expense item is unusually high this month due to repairs to an HVAC unit, retractable walls and audio/visual equipment. For the year to date as of July 2022 total income of \$369,978.23, total operating expenses of \$261,071.05 and capital expenditures of \$221,204.74 resulting in a net loss of (\$112,297.56).

Focus Group profit and loss statement: for the month of July 2022 total income of \$15,440.73 and total expenses of \$0 resulting in net income of \$15,440.73. For the year to date as of July 2022 total income of \$104,884.14 and total expenses of \$0 resulting in net income of \$104,884.14.

City of Benton Financial Officer Mandy Spicer presented the bank account report with the following balances as of July 31, 2022:

A&P Collections General	\$1,252.87
Bond Account	Closed
A&P Large Project Checking	\$1,259,062.84
A&P Small Project Checking	\$202,270.23
A&P General Operating Checking	\$58,297.30
Benton Focus Group Checking	\$118,438.91
Benton Event Center Gen Operating Checking	\$404,322.91
Benton Event Center Savings	<u>\$239,102.51</u>
	\$2,282,747.57

- VI. Collections received in the month of July 2022 were \$154,468.26 which is 4% higher than collections in July 2021. Below are the amounts collected in July of this year along with July of the previous three years:

July 2022 Collections	\$154,468.26
July 2021 Collections	\$148,740.03
July 2020 Collections	\$115,292.01
July 2019 Collections	\$123,451.44

There are currently a few more than usual delinquencies and all have been notified. Several said checks have been mailed.

Luke Moody made a motion to accept the financial reports as presented. Steve Brown seconded. Motion carried.

VII. FUNDING REQUEST

Old Fashioned Day

A funding application from the Senior Adult Center for Old Fashioned Day for \$5,000 has been submitted and this is the first reading. Sherry Parsons and Shelli Poole were recognized to address the commission. This is the 46<sup>th</sup> year for Old Fashioned Day. It wasn't held in 2020 or 2021 because of the pandemic. It is a community event located in Downtown Benton that includes vendors, food trucks, contests, music and more activities. The organizers have received good feedback from people and companies who want to participate and have also already met with the streets department to discuss street closures. The requested \$5,000 would pay for advertising in the Saline Courier, on radio, on MySaline.com, on billboards and to purchase signs and banners. The request will be voted on at the next meeting.

VIII. REPORT FROM BENTON EVENT CENTER

Director Nikki Chumley said there were not any open days in the building since the last A&P meeting. Several of the events have been held for multiple days and the quinceanera has resulted in several new rentals from attendees. The Duck Duck Goose consignment sale that ended this week had attendance of around 8,600 people which makes it the largest event they've had.

IX. OLD BUSINESS

- A. Retail Strategies- Lamont Cornwell reported that he held a meeting last week with 15-16 community leaders about the project and the feedback was very positive. He received the contract from Retail Strategies and it's currently being reviewed by legal advisors. The contract is for five years at \$40,000 per year with the option for the City of Benton and Retail Strategies to opt out after each year.
- B. Benton Event Center Projectors – Nikki Chumley reported that the projectors were installed yesterday, are being programmed today and will then be fully functional.

X. NEW BUSINESS

Cleaning Service

Nikki Chumley explained that it has been difficult to keep a part-time employee to perform basic cleaning services at varying times for approximately 10-15 hours per week. Steve has been doing the cleaning but it has impeded on him performing his regular duties. Nikki explained she reached out to four companies to request bids to clean the bathrooms, lobby area and kitchen on a multiple times per week schedule provided to the vendor at the beginning of the month. The event center will continue to provide cleaning supplies. Following are the bids she received:

Cleaning With Pride	\$35.00 per hour / per person
First Impressions	\$32.00 per hour / per person
Hog Wild Services	\$137.50 per hour / no person limit
KJ's Cleaning Crew	Passed due to present work load

Nikki explained that she and Steve will continue to freshen up the building between the times when a cleaning crew is scheduled to work along with having members of the labor pool perform this service. She confirmed references for the companies who bid on the project. Luke Moody mentioned he knew a couple of people who might be interested and will forward their information to Nikki. The commissioners decided to table this issue until the next meeting.

XI. OTHER BUSINESS

Luke Moody said he noticed the lights on one of the downtown buildings were not working. Mayor Tom Farmer will look into this and if there's a problem, contact the vendor about repairs.

XII. ADJOURNMENT

Luke Moody made a motion to adjourn the meeting. Steve Brown seconded. Motion carried. The meeting was adjourned at 4:08 pm.



Bill Eldridge, Chairman



Amy McCormick, Recording Secretary

**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 August 31, 2022**

	<u>Aug 31, 22</u>
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
Bank OZK - Focus Group Project	135,615.44
Bank OZK - A&P	59,522.95
Bank OZK - Event Center	362,899.29
Bank OZK - Savings	239,117.64
<b>Total Checking/Savings</b>	<u>797,155.32</u>
<b>Total Current Assets</b>	<u>797,155.32</u>
<b>TOTAL ASSETS</b>	<u><u>797,155.32</u></u>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
<b>Other Current Liabilities</b>	
Sales Tax Payable	317.00
<b>Total Other Current Liabilities</b>	<u>317.00</u>
<b>Total Current Liabilities</b>	<u>317.00</u>
<b>Total Liabilities</b>	<u>317.00</u>
<b>Equity</b>	
Retained Earnings	856,449.90
Net Income	(59,611.58)
<b>Total Equity</b>	<u>796,838.32</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<u><u>797,155.32</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**  
**August 2022**

	<u>Aug 22</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
Interest	2.37	5.41	(3.04)	43.81%
Sales Tax Revenue	17,171.15	16,500.00	671.15	104.07%
<b>Total Income</b>	<u>17,173.52</u>	<u>16,505.41</u>	<u>668.11</u>	<u>104.05%</u>
<b>Gross Profit</b>	17,173.52	16,505.41	668.11	104.05%
<b>Expense</b>				
Accounting Services	225.00	225.00	0.00	100.0%
Advertising Expense	88.40	65.00	23.40	136.0%
Funding	6,326.74	3,333.33	2,993.41	189.8%
Legal Counsel	750.00	750.00	0.00	100.0%
Service Agreement	6,658.33	6,658.33	0.00	100.0%
<b>Total Expense</b>	<u>14,048.47</u>	<u>11,031.66</u>	<u>3,016.81</u>	<u>127.35%</u>
<b>Net Ordinary Income</b>	<u>3,125.05</u>	<u>5,473.75</u>	<u>(2,348.70)</u>	<u>57.09%</u>
<b>Net Income</b>	<u><u>3,125.05</u></u>	<u><u>5,473.75</u></u>	<u><u>(2,348.70)</u></u>	<u><u>57.09%</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 August 2022**

	<u>Jan - Aug 22</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
Interest	14.52	34.17	(19.65)	42.49%
Sales Tax Revenue	122,039.89	115,500.00	6,539.89	105.66%
<b>Total Income</b>	<u>122,054.41</u>	<u>115,534.17</u>	<u>6,520.24</u>	<u>105.64%</u>
<b>Gross Profit</b>	122,054.41	115,534.17	6,520.24	105.64%
<b>Expense</b>				
Accounting Services	1,900.00	1,800.00	100.00	105.56%
Advertising Expense	690.30	905.70	(215.40)	76.22%
Funding	17,421.27	26,666.66	(9,245.39)	65.33%
Legal Counsel	6,000.00	6,000.00	0.00	100.0%
Miscellaneous	2,966.58	0.00	2,966.58	100.0%
Office Expense	27.34	0.00	27.34	100.0%
Postage	27.28	0.00	27.28	100.0%
Service Agreement	53,266.64	53,266.64	0.00	100.0%
<b>Total Expense</b>	<u>82,299.41</u>	<u>88,639.00</u>	<u>(6,339.59)</u>	<u>92.85%</u>
<b>Net Ordinary Income</b>	39,755.00	26,895.17	12,859.83	147.82%
<b>Other Income/Expense</b>				
<b>Other Expense</b>				
Capital Expenditures	75,000.00	75,000.00	0.00	100.0%
<b>Total Other Expense</b>	<u>75,000.00</u>	<u>75,000.00</u>	<u>0.00</u>	<u>100.0%</u>
<b>Net Other Income</b>	<u>(75,000.00)</u>	<u>(75,000.00)</u>	<u>0.00</u>	<u>100.0%</u>
<b>Net Income</b>	<u>(35,245.00)</u>	<u>(48,104.83)</u>	<u>12,859.83</u>	<u>73.27%</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**  
**August 2022**

	<u>Aug 22</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
<b>Ordinary Income/Expense</b>				
Income				
Interest	33.46	51.15	(17.69)	65.42%
Sales-Revenue				
Alcohol Sales-Beer/Wine	0.00	994.74	(994.74)	0.0%
Alcohol Sales-Mixed Drinks	0.00	83.97	(83.97)	0.0%
Sales-Revenue - Other	39,468.30	28,000.00	11,468.30	140.96%
Total Sales-Revenue	39,468.30	29,078.71	10,389.59	135.73%
Sales Tax Revenue	17,171.15	16,500.00	671.15	104.07%
Total Income	56,672.91	45,629.86	11,043.05	124.2%
Gross Profit	56,672.91	45,629.86	11,043.05	124.2%
Expense				
Advertising Expense	2,000.00	2,000.00	0.00	100.0%
Alcohol Expense	0.00	258.51	(258.51)	0.0%
Bank Service Fees	584.56	344.07	240.49	169.9%
Building Alarm System	0.00	40.00	(40.00)	0.0%
Cable TV	175.70	175.70	0.00	100.0%
Contract Labor	4,621.75	3,529.00	1,092.75	130.97%
Fire Alarm System	536.75	71.10	465.65	754.92%
Health Insurance	1,182.66	1,182.66	0.00	100.0%
Internet	657.40	410.92	246.48	159.98%
Labor Expenses	12,149.42	12,176.55	(27.13)	99.78%
Laundry Expense	1,423.50	400.00	1,023.50	355.88%
Mileage Reimbursement	110.19	45.00	65.19	244.87%
Office Expense	654.64	100.61	554.03	650.67%
Pest Control Expense	65.63	65.63	0.00	100.0%
Repairs & Maintenance	936.03	2,400.00	(1,463.97)	39.0%
Supplies	2,789.53	1,000.00	1,789.53	278.95%
Telephone Expense	221.28	281.00	(59.72)	78.75%
Trash Pickup	255.19	252.00	3.19	101.27%
Utilities	7,340.91	5,300.00	2,040.91	138.51%
Website	59.95	59.95	0.00	100.0%
Total Expense	35,765.09	30,092.70	5,672.39	118.85%
Net Ordinary Income	20,907.82	15,537.16	5,370.66	134.57%
Other Income/Expense				
Other Expense				
Capital Expenditures	55,037.51	55,037.51	0.00	100.0%
Total Other Expense	55,037.51	55,037.51	0.00	100.0%
Net Other Income	(55,037.51)	(55,037.51)	0.00	100.0%
Net Income	(34,129.69)	(39,500.35)	5,370.66	86.4%

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 August 2022**

	Jan - Aug 22	Budget	\$ Over Budget	% of Budget
<b>Ordinary Income/Expense</b>				
Income				
Interest	254.06	394.28	(140.22)	64.44%
Sales-Revenue				
Alcohol Sales-Beer/Wine	6,913.27	6,214.03	699.24	111.25%
Alcohol Sales-Mixed Drinks	3,377.65	2,231.85	1,145.80	151.34%
Refunds/Returns	(347.00)	0.00	(347.00)	100.0%
Sales-Revenue - Other	294,413.27	206,000.00	88,413.27	142.92%
Total Sales-Revenue	304,357.19	214,445.88	89,911.31	141.93%
Sales Tax Revenue	122,039.89	115,500.00	6,539.89	105.66%
Total Income	426,651.14	330,340.16	96,310.98	129.16%
Gross Profit	426,651.14	330,340.16	96,310.98	129.16%
Expense				
Advertising Expense	2,174.20	2,000.00	174.20	108.71%
Alcohol Expense	4,534.54	4,845.15	(310.61)	93.59%
Alcohol Permit Expense	3,500.00	3,500.00	0.00	100.0%
Bank Service Fees	3,859.07	3,392.27	466.80	113.76%
Building Alarm System	147.60	730.00	(582.40)	20.22%
Cable TV	1,404.88	1,405.60	(0.72)	99.95%
Contract Labor	27,349.91	25,882.00	1,467.91	105.67%
Dues & Memberships	325.00	823.62	(498.62)	39.46%
Fire Alarm System	2,159.89	1,197.72	962.17	180.33%
Health Insurance	9,638.67	9,283.89	354.78	103.82%
Internet	3,036.50	3,287.36	(250.86)	92.37%
Labor Expenses	103,216.18	103,644.66	(428.48)	99.59%
Laundry Expense	8,095.34	3,800.00	4,295.34	213.04%
Linen & Supplies	1,361.17	1,600.00	(238.83)	85.07%
Mileage Reimbursement	413.31	360.00	53.31	114.81%
Office Expense	1,956.64	372.68	1,583.96	525.02%
Pest Control Expense	864.11	798.48	65.63	108.22%
Postage	0.00	77.13	(77.13)	0.0%
Repairs & Maintenance	54,225.67	38,497.00	15,728.67	140.86%
Supplies	14,515.34	12,650.00	1,865.34	114.75%
Telephone Expense	1,660.64	2,071.85	(411.21)	80.15%
Trash Pickup	2,143.18	2,114.00	29.18	101.36%
Utilities	47,484.75	42,400.00	5,084.75	111.99%
Website	2,769.55	519.55	2,250.00	533.07%
Total Expense	296,836.14	265,252.96	31,583.18	111.91%
Net Ordinary Income	129,815.00	65,087.20	64,727.80	199.45%
Other Income/Expense				
Other Expense				
Capital Expenditures	276,242.25	276,242.25	0.00	100.0%
Total Other Expense	276,242.25	276,242.25	0.00	100.0%
Net Other Income	(276,242.25)	(276,242.25)	0.00	100.0%
Net Income	(146,427.25)	(211,155.05)	64,727.80	69.35%

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**  
**August 2022**

	<u>Aug 22</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Income				
Interest	5.38	0.00	5.38	100.0%
Sales Tax Revenue	17,171.15	16,500.00	671.15	104.07%
Total Income	<u>17,176.53</u>	<u>16,500.00</u>	<u>676.53</u>	<u>104.1%</u>
Gross Profit	<u>17,176.53</u>	<u>16,500.00</u>	<u>676.53</u>	<u>104.1%</u>
Net Ordinary Income	<u>17,176.53</u>	<u>16,500.00</u>	<u>676.53</u>	<u>104.1%</u>
Net Income	<u>17,176.53</u>	<u>16,500.00</u>	<u>676.53</u>	<u>104.1%</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 August 2022**

	<u>Jan - Aug 22</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
Interest	20.78	0.00	20.78	100.0%
Sales Tax Revenue	122,039.89	115,500.00	6,539.89	105.66%
<b>Total Income</b>	<u>122,060.67</u>	<u>115,500.00</u>	<u>6,560.67</u>	<u>105.68%</u>
<b>Gross Profit</b>	<u>122,060.67</u>	<u>115,500.00</u>	<u>6,560.67</u>	<u>105.68%</u>
<b>Net Ordinary Income</b>	<u>122,060.67</u>	<u>115,500.00</u>	<u>6,560.67</u>	<u>105.68%</u>
<b>Net Income</b>	<u>122,060.67</u>	<u>115,500.00</u>	<u>6,560.67</u>	<u>105.68%</u>

NO ASSURANCE IS PROVIDED ON THESE STATEMENTS.

**Benton Advertising & Promotion Commission Bank Account Balances**  
**August 30, 2022**

Account Name		Acct #	Reconciled Balance
<b>Cash Accounts:</b>			
A&P Collections General		***1584	378.56
Bond Account		***1592	CLOSED
A&P Large Project Checking	50%	***0318	1,344,975.62
A&P Small Project Checking	20%	***0348	236,621.72
A&P General Op Checking	10%	***3297	62,311.35
Benton Focus Group Checking	10%	***2274	135,615.44
Benton Event Center General Op Checking	10%	***2640	432,903.24
Benton Event Center Savings		***9832	239,117.64
<b>TOTAL OPERATING CASH &amp; INVESTMENTS</b>			<b><u>2,451,923.57</u></b>

**BENTON ADVERTISING & PROMOTION  
COLLECTIONS - FY2022 - NET**

RESTAURANTS:	RECD IN JAN DEC	RECD IN JAN JAN	RECD IN FEB FEB	RECD IN MAR MARCH	RECD IN APRIL APRIL	RECD IN MAY MAY	RECD IN JUNE JUNE	RECD IN JULY JULY	RECD IN AUG AUGUST	RECD IN SEPT SEPT	RECD IN NOV OCT	RECD IN DEC NOV	TOTAL
<b>TOTAL RESTAURANTS</b>	138,701.68	119,554.09	117,688.28	143,916.24	143,592.95	151,734.16	135,689.27	152,275.77	0.00	0.00	0.00	0.00	1,133,523.85
# of Businesses	80	77	79	76	81	82	77	79					
<b>FOOD TRUCKS:</b>													
<b>TOTAL FOOD TRUCKS</b>	898.52	512.36	487.23	748.58	817.28	1,199.35	722.63	1,076.00	0.00	0.00	0.00	0.00	6,614.29
# of Businesses	17	12	10	13	15	19	20	20					
<b>MOTEL &amp; HOTEL:</b>													
<b>TOTAL MOTEL &amp; HOTEL</b>	4,265.87	3,610.86	3,404.78	5,335.04	5,238.39	5,184.85	6,003.37	5,123.00	0.00	0.00	0.00	0.00	38,308.97
# of Businesses	8	9	8	8	9	8	9	8					
<b>CONVENIENCE STORE:</b>													
<b>TOTAL C-STORE</b>	2,508.52	2,363.47	1,981.29	2,561.47	2,863.60	3,311.01	2,951.18	3,572.16	0.00	0.00	0.00	0.00	22,316.70
# of Businesses	18	14	16	15	17	17	16	19					
<b>OTHER:</b>													
<b>TOTAL OTHER</b>	5,356.51	1,661.79	2,145.45	4,038.29	1,884.59	3,516.51	7,792.59	4,381.70	0.00	0.00	0.00	0.00	30,858.84
# of Businesses	7	8	8	10	6	8	11	10					
<b>GROCERY:</b>													
<b>TOTAL GROCERY</b>	2,364.82	1,935.59	2,223.46	2,059.58	2,413.53	3,073.28	1,309.22	4,561.25	0.00	0.00	0.00	0.00	22,216.61
# of Businesses	3	3	3	3	3	3	1	3					
<b>GRAND TOTALS</b>	154,095.92	129,638.16	127,930.49	158,659.20	156,810.34	168,019.16	154,468.26	170,989.88	0.00	0.00	0.00	0.00	1,253,839.26

2021 Collections	136,911.96	109,322.08	114,271.51	150,715.18	147,830.27	152,994.36	148,740.03	160,523.11	143,658.46	131,394.46	141,463.51	135,536.13	
2020 Collections	127,256.22	117,613.40	111,444.38	105,889.39	97,678.07	123,024.71	115,292.01	134,831.92	126,876.64	119,983.38	129,755.98	109,901.21	
2019 Collections	117,759.17	107,528.57	110,355.37	129,020.47	120,664.42	135,416.48	123,451.44	131,093.40	119,508.52	112,256.92	119,762.25	116,259.46	
% Increase from 2021 to 2022	13%	19%	12%	5.27%	6.07%	10%	4%	7%	-100%	-100%	-100%	-100%	

## 2022 Advertising and Promotion Funding

Sponsor/Event	Requested	Approved	Paid
Wally Hall	\$ 8,350.00	\$ 3,000.00	\$ 2,875.00
Gann Museum	\$ 4,185.00	\$ 4,185.00	\$ 2,247.19
Saline County Art League	\$ 3,060.00	\$ 3,060.00	\$ 880.47
Saline County Comic Expo	\$ 1,550.00	\$ 1,550.00	\$ 1,550.00
Juneteenth - Community Outreach	\$ 500.00	\$ 500.00	\$ 432.03
Amplify Festival	\$ 15,000.00	\$ 15,000.00	\$ 13,100.78
Royal Players	\$ 2,895.00	\$ 2,895.00	\$ 1,545.00
Old Fashioned Day	\$ 5,000.00		
<b>Totals</b>	<b>\$ 40,540.00</b>	<b>\$ 30,190.00</b>	<b>\$ 22,630.47</b>

Total Budgeted for 2022 Funding	\$ 40,000.00
Funds Used	
Unused Budgeted Funds	

### 2022 Funding Expenses:

Social Bug Social Media Marketing - Wally Hall	4/6/2022	\$ 2,875.00
MySaline.Com - Gann Museum	4/28/2022	\$ 600.00
Alright Printing - Gann Museum	4/28/2022	\$ 492.19
Outdoor Management Displays - Comic Expo	5/19/2022	\$ 1,550.00
Benton High School Cheerleaders - Gann Museum	6/1/2022	\$ 160.00
Burger Shack - Gann Museum	6/23/2022	\$ 400.00
Alright Printing - Juneteenth	6/23/2022	\$ 82.03
OMG Digital Ads - Juneteenth	6/23/2022	\$ 350.00
Alright Printing - Saline County Art League	7/6/2022	\$ 880.47
MySaline.com - Gann Museum	7/7/2022	\$ 200.00
Itickets Christian Happenings - Amplify	7/25/2022	\$ 1,100.00
Facebook - Amplify	8/10/2022	\$ 813.63
Haunted House Media - Royal	8/10/2022	\$ 695.00
Rockstar Passes - Amplify	8/10/2022	\$ 570.28
MySaline.com - Royal	8/10/2022	\$ 250.00
Benton Chamber of Commerce - Gann Museum	8/10/2022	\$ 395.00
Facebook - Amplify	8/10/2022	\$ 902.83
Facebook - Amplify	8/22/2022	\$ 900.00
Facebook - Amplify	8/22/2022	\$ 900.00
Facebook - Amplify	8/26/2022	\$ 900.00
Facebook - Amplify	9/2/2022	\$ 441.54
The Buzz - Amplify	9/2/2022	\$ 1,300.00
K-Love - Amplify	9/2/2022	\$ 4,372.50
Facebook - Amplify	9/2/2022	\$ 900.00
B98.5 - Royal	9/14/2022	\$ 60.00
B98.5 - Royal	9/14/2022	\$ 540.00

\$ 22,630.47

# **Benton Event Center-Event Report**

**August 11, 2022 to September 14, 2022**

**October 1, 2013 to August 10, 2022**

**728,271**

	<b>Date(s)</b>	<b># of Attendees</b>
John 3:17 Fundraiser	8/11/2022	700
SportsCard & Memorabilia Show	8/13/2022	500
Howard 16th Birthday party	8/13/2022	40
Rhea Lana's Children's Consignment Sale	8/14-28/2022	3,000
Rental Concepts Manager's Meeting	8/29/2022	65
CHI/STVI Leadership Development Institute	8/30/2022	250
HMS Job Fair	9/1/2022	10
Taylor/ Staton Wedding & Reception	9/2-9/3/2022	200
Gardner/James Anniversary Party	9/3/2022	120
AR Association of County Judges	9/6-9/9/2022	900
Brown Birthday Party	9/10/2022	12
Crawford Sweet 16th Birthday Party	9/10/2022	75
ADE-Thrive Academy	9/13-9/15/2022	750

**6,622**

**13 events**

**TOTAL: 734,893**



## **Benton Event Center- Cleaning Services**

**Project scope: Cleaning of the Benton Event Center on a multiple times per week schedule provided to the vendor at the beginning of the month. Vendor will clean bathrooms, lobby area and kitchen. Benton Event Center will provide cleaning supplies.**

<b>CWP (Cleaning with Pride):</b>	<b>\$35.00 per hour/ per person</b>
<b>First Impressions:</b>	<b>\$32.00 per hour/ per person</b>
<b>Hog Wild Services:</b>	<b>\$137.50 per hour/ no person limit</b>
<b>KJ's Cleaning Crew:</b>	<b>Passed due to their present work load</b>

### **Comparison:**

**Contract Labor: \$14/ per hour x 10 hours average x 52 weeks= \$7,800**

**Cleaning Crew: \$35/ per hour x 10 hours average x 52 weeks= \$ 18,200**