

# Benton Advertising & Promotion Commission

## Agenda

December 10, 2025

3:30 pm at Benton City Hall in Council Chambers  
(410 River Street)

**I. Call to Order**

<b>II. Roll Call</b>	<b>Present</b>	<b>Absent</b>	<b>FOIA Compliant</b>
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 November 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**

None

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

**IX. Marketing Report – Rachel Rivers**

**X. Development of Exit 114 Property – Bill Eldridge**

**XI. Old Business**

**XII. New Business**

- A. Budget Committee – Bill Eldridge
- B. Benton Matters Committee – Bill Eldridge
- C. Next Meeting Date – January 14

**XIII. Other Business**

**XIV. Adjournment**

**BENTON ADVERTISING & PROMOTION COMMISSION**  
**Minutes**  
**November 12, 2025**

I. CALL TO ORDER

Chairman Bill Eldridge called the meeting of the Benton Advertising & Promotion Commission to order on November 12, 2025, 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. No one 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, Elgin Hamner, Luke Moody and Greg Shinn responded that he is in compliance with the statement. Alison Burch arrived at 3:36 pm after the FOIA Compliance was read and responses were requested.

IV. MINUTES

Luke Moody made a motion to approve the minutes of the October 22, 2025 meeting. Steve Brown seconded. Motion carried.

V. FINANCIAL REPORTS

A. Profit & Loss Reports

Financial reports were presented by Jordan Woolbright. The A&P Commission bank accounts show the following balances as of October 31, 2025:

Bank OZK – Focus Group Project	\$765,324.49
Bank OZK – A&P	\$168,103.06
Bank OZK – Event Center	\$602,756.65
Bank OZK – Savings	<u>\$443,740.30</u>
Total Checking/Savings	\$1,979,924.50

There is a liability of \$1,449.36 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 October 2025 total income of \$18,077.74 and total operating expenses of \$21,892.52 resulting in net loss of (\$3,814.78). For the year to date as of October 2025 total income of \$188,502.62 and total operating expenses of \$147,973.20 resulting in net income of \$40,529.42.

Event Center profit and loss statements: for the month of October 2025 total income of \$84,349.45 and total operating expenses of \$44,167.75 resulting in net income of \$40,181.70. For the year to date as of October 2025 total income of \$677,283.36, total operating expenses of \$416,997.61 and capital expenditures of \$63,821.37 resulting in net income of \$196,464.38. Beginning February 2025, \$10,000 is transferred each month from the event center operating account to the event center savings account. Also, funds are transferred from the event center savings account to the event center operating account for capital expenditures.

Focus Group profit and loss statement: for the month of October 2025 total income of \$19,822.55 and total operating expenses of \$0 resulting in net gain of \$19,822.55. For the year to date as of October 2025, total income of \$205,573.23, total operating expenses of \$11.10 and total special project expense of \$97,752.55 resulting in net income of \$107,809.58.

#### B. Bank Balances and Collections Report

Mandy Spicer presented the bank accounts with the following balances as of October 31, 2025:

	Statement Balance	Prev. Month's Balance
A&P Collections General	\$9,922.80	\$9,904.82
A&P Large Project Checking	\$2,481,409.27	\$2,386,312.78
A&P Small Project Checking	\$1,639,364.18	\$1,604,190.28
A&P General Operating Checking	\$173,208.43	\$174,725.83
Benton Focus Group Checking	\$765,324.49	\$745,501.94
Benton Event Center Gen Operating Checking	\$603,633.84	\$578,362.89
Benton Even Center Savings	<u>\$443,740.30</u>	\$432,415.48
	<u>\$6,116,603.31</u>	

#### VI. ADMINISTRATIVE

Mandy Spicer reported collections received in the month of October 2025 were \$181,206.01, which is a 3.1% increase from October 2024. The collections received in October are for the month of September.

Below are the amounts collected in October of this year along with October of the previous six years:

October 2025 Collections:	\$181,206.01
October 2024 Collections:	\$175,816.65
October 2023 Collections:	\$161,766.76
October 2022 Collections:	\$158,573.06
October 2021 Collections:	\$131,394.46

October 2020 Collections: \$119,983.38  
October 2019 Collections: \$112,256.92

Mandy Spicer reported the deadline for delinquencies was yesterday which was a federal holiday so there is no delinquency report today.

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

VII. FUNDING REQUEST

None.

VIII. BENTON EVENT CENTER REPORT

Nikki Chumley reported about 7 events held in the building from October 23 to November 12, including fundraisers, a Christmas shopping event and a lunch to honor veterans.

IX. MARKETING REPORT

Rachel Rivers reported she visited the haunted house at The Royal Theatre and filmed a promotional video. She's preparing promotions for Thanksgiving and Benton's Small Town Christmas. She's also working on ads that involve matching funds from Arkansas marketing programs. Facebook outreach continues to grow and has reached 1,000 followers in two months.

X. DEVELOPMENT OF EXIT 114 PROPERTY

Bill Eldridge reported the construction of Buc-ees is going well with walls and the roof. Mayor Tom Farmer said the project is ahead of schedule.

Bill Eldridge reported there is a need for the temporary fence to be moved for the RV park and soccer complex as soon as possible with a cost of approximately \$9,000. The current poles will be moved and new wire will be erected. The project should be completed by the weekend. This will be the final time for the A&P Commission to be responsible for constructing or moving a fence on these projects.

Mayor Farmer reported the permit has been received from the Arkansas Department of Energy and Environment and some of the dirt work on the RV park and soccer complex can be done. The Corps of Engineers has not issued its permit yet.

XI. OLD BUSINESS

Bill Eldridge reported the Benton City Council approved Elgin Hamner to continue serving on the A&P Commission. The new expiration date of his new term is October 10, 2029.

XII. NEW BUSINESS

The next meeting of the A&P Commission will be December 10, 2025.

XIII. OTHER BUSINESS

None.

XIV. ADJOURNMENT

Luke Moody made a motion to adjourn the meeting. Elgin Hamner seconded. Motion carried. The meeting was adjourned at 3:48 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 November 30, 2025

	<b>Nov 30, 25</b>
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
Bank OZK - Focus Group Project	784,719.71
Bank OZK - A&P	169,536.70
Bank OZK - Event Center	597,543.93
Bank OZK - Savings	454,887.14
<b>Total Checking/Savings</b>	2,006,687.48
<b>Total Current Assets</b>	2,006,687.48
<b>TOTAL ASSETS</b>	<b>2,006,687.48</b>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
<b>Other Current Liabilities</b>	
Sales Tax Payable	518.00
<b>Total Other Current Liabilities</b>	518.00
<b>Total Current Liabilities</b>	518.00
<b>Total Liabilities</b>	518.00
<b>Equity</b>	
Retained Earnings	1,633,671.76
Net Income	372,497.72
<b>Total Equity</b>	2,006,169.48
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>2,006,687.48</b>

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**  
**November 2025**

	<u>Nov 25</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
<b>Interest</b>	408.51	350.00	58.51	116.72%
<b>Sales Tax Revenue</b>	17,453.06	17,958.00	(504.94)	97.19%
<b>Total Income</b>	<u>17,861.57</u>	<u>18,308.00</u>	<u>(446.43)</u>	<u>97.56%</u>
<b>Gross Profit</b>	17,861.57	18,308.00	(446.43)	97.56%
<b>Expense</b>				
<b>Accounting Services</b>	600.00	600.00	0.00	100.0%
<b>Advertising Expense</b>	713.53	92.90	620.63	768.06%
<b>Comp. for Commissioners</b>	750.00	750.00	0.00	100.0%
<b>Dues &amp; Memberships</b>	1,000.00	0.00	1,000.00	100.0%
<b>Funding</b>	2,850.47	4,167.00	(1,316.53)	68.41%
<b>Labor Expenses</b>	2,655.60	0.00	2,655.60	100.0%
<b>Legal Counsel</b>	1,200.00	1,200.00	0.00	100.0%
<b>Service Agreement</b>	6,658.33	6,658.33	0.00	100.0%
<b>Total Expense</b>	<u>16,427.93</u>	<u>13,468.23</u>	<u>2,959.70</u>	<u>121.98%</u>
<b>Net Ordinary Income</b>	<u>1,433.64</u>	<u>4,839.77</u>	<u>(3,406.13)</u>	<u>29.62%</u>
<b>Net Income</b>	<u><u>1,433.64</u></u>	<u><u>4,839.77</u></u>	<u><u>(3,406.13)</u></u>	<u><u>29.62%</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 November 2025

	<u>Jan - Nov 25</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
Interest	5,065.67	3,850.00	1,215.67	131.58%
Sales Tax Revenue	201,298.52	200,906.80	391.72	100.2%
<b>Total Income</b>	<u>206,364.19</u>	<u>204,756.80</u>	<u>1,607.39</u>	<u>100.79%</u>
<b>Gross Profit</b>	206,364.19	204,756.80	1,607.39	100.79%
<b>Expense</b>				
Professional Services	800.00	0.00	800.00	100.0%
Accounting Services	6,775.00	6,715.00	60.00	100.89%
Advertising Expense	6,842.02	4,398.68	2,443.34	155.55%
Comp. for Commissioners	7,650.00	8,250.00	(600.00)	92.73%
Dues & Memberships	1,000.00	0.00	1,000.00	100.0%
Funding	32,686.96	45,833.00	(13,146.04)	71.32%
Labor Expenses	17,157.36	0.00	17,157.36	100.0%
Legal Counsel	13,200.00	13,200.00	0.00	100.0%
Meals & Entertainment	131.69	0.00	131.69	100.0%
Office Expense	537.11	0.00	537.11	100.0%
Postage	224.92	225.00	(0.08)	99.96%
Repairs & Maintenance	4,154.44	4,300.00	(145.56)	96.62%
Service Agreement	73,241.63	73,241.63	0.00	100.0%
<b>Total Expense</b>	<u>164,401.13</u>	<u>156,163.31</u>	<u>8,237.82</u>	<u>105.28%</u>
<b>Net Ordinary Income</b>	<u>41,963.06</u>	<u>48,593.49</u>	<u>(6,630.43)</u>	<u>86.36%</u>
<b>Net Income</b>	<u><u>41,963.06</u></u>	<u><u>48,593.49</u></u>	<u><u>(6,630.43)</u></u>	<u><u>86.36%</u></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**  
**November 2025**

	<u>Nov 25</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
Interest	2,645.69	2,300.00	345.69	115.03%
Sales-Revenue	42,275.97	40,721.00	1,554.97	103.82%
Sales Tax Revenue	17,453.06	17,958.00	(504.94)	97.19%
<b>Total Income</b>	<u>62,374.72</u>	<u>60,979.00</u>	<u>1,395.72</u>	<u>102.29%</u>
<b>Gross Profit</b>	62,374.72	60,979.00	1,395.72	102.29%
<b>Expense</b>				
Alcohol Expense	6,196.75	1,101.38	5,095.37	562.64%
Bank Service Fees	810.64	669.45	141.19	121.09%
Building Alarm System	820.31	147.61	672.70	555.73%
Cable TV	197.00	186.35	10.65	105.72%
Cleaning Service	2,135.68	1,345.00	790.68	158.79%
Contract Labor	6,183.90	4,200.00	1,983.90	147.24%
Health Insurance	1,364.53	1,364.53	0.00	100.0%
Internet/IT	2,253.90	2,193.00	60.90	102.78%
Labor Expenses	14,723.42	14,090.83	632.59	104.49%
Laundry Expense	5,069.85	3,909.15	1,160.70	129.69%
Linen & Supplies	2,026.62	866.76	1,159.86	233.82%
Office Expense	672.30	325.43	346.87	206.59%
Pest Control Expense	76.56	70.00	6.56	109.37%
Repairs & Maintenance	4,118.89	6,177.73	(2,058.84)	66.67%
Supplies	1,740.71	1,348.29	392.42	129.11%
Telephone Expense	28.07	117.00	(88.93)	23.99%
Trash Pickup	304.63	700.00	(395.37)	43.52%
Utilities	6,715.53	7,000.00	(284.47)	95.94%
Website	69.95	69.95	0.00	100.0%
<b>Total Expense</b>	<u>55,509.24</u>	<u>45,882.46</u>	<u>9,626.78</u>	<u>120.98%</u>
<b>Net Ordinary Income</b>	<u>6,865.48</u>	<u>15,096.54</u>	<u>(8,231.06)</u>	<u>45.48%</u>
<b>Net Income</b>	<u><u>6,865.48</u></u>	<u><u>15,096.54</u></u>	<u><u>(8,231.06)</u></u>	<u><u>45.48%</u></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 November 2025**

	<u>Jan - Nov 25</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
Interest	31,061.98	25,300.00	5,761.98	122.78%
<b>Sales-Revenue</b>				
Alcohol Sales-Beer/Wine	7,828.31	8,700.00	(871.69)	89.98%
Alcohol Sales-Mixed Drinks	4,634.05	7,800.00	(3,165.95)	59.41%
Refunds/Returns	(857.00)	0.00	(857.00)	100.0%
Sales-Revenue - Other	495,692.22	445,262.00	50,430.22	111.33%
<b>Total Sales-Revenue</b>	<u>507,297.58</u>	<u>461,762.00</u>	<u>45,535.58</u>	<u>109.86%</u>
Sales Tax Revenue	201,298.52	200,906.80	391.72	100.2%
<b>Total Income</b>	<u>739,658.08</u>	<u>687,968.80</u>	<u>51,689.28</u>	<u>107.51%</u>
<b>Gross Profit</b>	739,658.08	687,968.80	51,689.28	107.51%
<b>Expense</b>				
Advertising Expense	2,227.40	2,000.00	227.40	111.37%
Alcohol Expense	12,969.15	7,707.93	5,261.22	168.26%
Alcohol Permit Expense	3,576.00	3,576.00	0.00	100.0%
Bank Service Fees	7,005.03	5,943.79	1,061.24	117.86%
Building Alarm System	3,037.37	3,421.52	(384.15)	88.77%
Cable TV	2,145.70	2,049.85	95.85	104.68%
Cleaning Service	15,776.56	14,795.00	981.56	106.63%
Contract Labor	46,090.73	44,825.00	1,265.73	102.82%
Dues & Memberships	550.00	1,279.95	(729.95)	42.97%
Health Insurance	14,600.47	14,600.47	0.00	100.0%
Internet/IT	14,859.40	24,123.00	(9,263.60)	61.6%
Labor Expenses	171,747.46	169,215.95	2,531.51	101.5%
Laundry Expense	22,929.30	22,834.00	95.30	100.42%
Linen & Supplies	3,260.22	2,139.48	1,120.74	152.38%
Office Expense	8,210.59	4,273.17	3,937.42	192.14%
Pest Control Expense	1,093.73	1,045.00	48.73	104.66%
Repairs & Maintenance	48,265.24	80,509.63	(32,244.39)	59.95%
Supplies	16,062.42	15,573.96	488.46	103.14%
Telephone Expense	1,122.19	1,287.00	(164.81)	87.19%
Trash Pickup	5,915.45	6,116.16	(200.71)	96.72%
Utilities	70,253.04	70,866.18	(613.14)	99.14%
Website	809.40	808.50	0.90	100.11%
<b>Total Expense</b>	<u>472,506.85</u>	<u>498,991.54</u>	<u>(26,484.69)</u>	<u>94.69%</u>
<b>Net Ordinary Income</b>	267,151.23	188,977.26	78,173.97	141.37%
<b>Other Income/Expense</b>				
<b>Other Expense</b>				
<b>Capital Expenditures</b>				
New Office Space Construction	3,553.80	0.00	3,553.80	100.0%
Network Improvements	10,532.52	0.00	10,532.52	100.0%
Security Cameras	23,959.14	23,959.14	0.00	100.0%
LED Lights Change Out	15,534.91	19,447.91	(3,913.00)	79.88%
Chair Replacement	0.00	10,337.00	(10,337.00)	0.0%
Painting Event Rooms & Lobby	10,241.00	9,316.00	925.00	109.93%
<b>Total Capital Expenditures</b>	<u>63,821.37</u>	<u>63,060.05</u>	<u>761.32</u>	<u>101.21%</u>
<b>Total Other Expense</b>	<u>63,821.37</u>	<u>63,060.05</u>	<u>761.32</u>	<u>101.21%</u>
<b>Net Other Income</b>	<u>(63,821.37)</u>	<u>(63,060.05)</u>	<u>(761.32)</u>	<u>101.21%</u>
<b>Net Income</b>	<u>203,329.86</u>	<u>125,917.21</u>	<u>77,412.65</u>	<u>161.48%</u>
<b>Transfer to BEC Savings</b>	(100,000.00)			
<b>Transfer from BEC Savings</b>	63,821.37			

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**  
**November 2025**

	<u>Nov 25</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
<b>Interest</b>	1,942.16	1,500.00	442.16	129.48%
<b>Sales Tax Revenue</b>	17,453.06	17,958.00	(504.94)	97.19%
<b>Total Income</b>	<u>19,395.22</u>	<u>19,458.00</u>	<u>(62.78)</u>	<u>99.68%</u>
<b>Gross Profit</b>	<u>19,395.22</u>	<u>19,458.00</u>	<u>(62.78)</u>	<u>99.68%</u>
<b>Net Ordinary Income</b>	<u>19,395.22</u>	<u>19,458.00</u>	<u>(62.78)</u>	<u>99.68%</u>
<b>Net Income</b>	<u><u>19,395.22</u></u>	<u><u>19,458.00</u></u>	<u><u>(62.78)</u></u>	<u><u>99.68%</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 November 2025**

	<u>Jan - Nov 25</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
Interest	23,669.93	16,500.00	7,169.93	143.45%
Sales Tax Revenue	201,298.52	200,906.80	391.72	100.2%
<b>Total Income</b>	<u>224,968.45</u>	<u>217,406.80</u>	<u>7,561.65</u>	<u>103.48%</u>
<b>Gross Profit</b>	224,968.45	217,406.80	7,561.65	103.48%
<b>Expense</b>				
Office Expense	11.10	0.00	11.10	100.0%
<b>Total Expense</b>	<u>11.10</u>	<u>0.00</u>	<u>11.10</u>	<u>100.0%</u>
<b>Net Ordinary Income</b>	224,957.35	217,406.80	7,550.55	103.47%
<b>Other Income/Expense</b>				
<b>Other Expense</b>				
Special Projects	97,752.55	100,000.00	(2,247.45)	97.75%
<b>Total Other Expense</b>	<u>97,752.55</u>	<u>100,000.00</u>	<u>(2,247.45)</u>	<u>97.75%</u>
<b>Net Other Income</b>	(97,752.55)	(100,000.00)	2,247.45	97.75%
<b>Net Income</b>	<u><u>127,204.80</u></u>	<u><u>117,406.80</u></u>	<u><u>9,798.00</u></u>	<u><u>108.35%</u></u>

NO ASSURANCE IS PROVIDED ON THESE STATEMENTS.

Benton Advertising & Promotion Commission Bank Account Balances  
November 30, 2025

Account Name	Acct #	Statement Balance	Previous Month's Balance
<b>Cash Accounts:</b>			
A&P Collections General	***1584	10,155.51	9,922.80
Bond Account	***1592	CLOSED	CLOSED
			0.00
A&P Large Project Checking	50% ***0318	2,522,964.12	2,481,409.27
A&P Small Project Checking	20% ***0348	1,650,493.31	1,644,174.32
A&P General Op Checking	10% ***3297	171,467.17	173,208.43
Benton Focus Group Checking	10% ***2274	784,719.71	765,324.49
			0.00
Benton Event Center General Op Checking	10% ***2640	608,742.29	603,633.84
Benton Event Center Savings	***9832	454,887.14	443,740.30
<b>TOTAL OPERATING CASH &amp; INVESTMENTS</b>			<b><u><u>6,203,429.25</u></u></b>

**BENTON ADVERTISING & PROMOTION  
COLLECTIONS - FY2025 - NET**

	DEC	JAN	FEB	MAR	APRIL	MAY	JUNE	JULY	AUGUST	SEPT	OCT	NOV	TOTAL
<b>RESTAURANTS:</b>													
<b>TOTAL RESTAURANTS</b>	157,721.20	121,106.33	158,506.67	175,669.53	153,379.63	165,587.02	181,491.68	164,418.39	157,271.57	156,925.54	148,345.80	0.00	1,747,972.74
# of Businesses	82	71	87	86	82	85	87	86	84	87	80		
<b>FOOD TRUCKS:</b>													
<b>TOTAL FOOD TRUCKS</b>	1,312.66	291.87	574.45	1,713.70	1,105.79	807.29	895.30	754.00	1,159.97	798.06	664.92	0.00	10,052.81
# of Businesses	20	13	15	18	21	21	24	25	31	27	21		
<b>MOTEL &amp; HOTEL:</b>													
<b>TOTAL MOTEL &amp; HOTEL</b>	4,034.37	3,497.93	3,808.75	5,185.85	4,577.05	5,501.19	5,692.16	6,182.79	4,695.45	4,867.76	5,479.10	0.00	53,512.78
# of Businesses	11	10	11	11	12	11	10	11	10	10	10		
<b>CONVENIENCE STORE:</b>													
<b>TOTAL C-STORE</b>	2,765.24	2,277.77	2,963.75	3,244.94	3,118.60	2,976.37	3,297.95	3,490.44	2,653.65	3,393.06	2,463.96	0.00	33,281.75
# of Businesses	19	16	19	18	17	18	16	21	17	21	16		
<b>OTHER:</b>													
<b>TOTAL OTHER</b>	11,988.51	11,394.76	10,618.15	13,120.92	15,077.53	16,701.00	13,218.37	12,872.98	11,986.29	11,604.83	11,749.89	0.00	139,280.57
# of Businesses	9	12	12	13	14	19	18	18	23	23	20		
<b>GROCERY:</b>													
<b>TOTAL GROCERY</b>	4,041.98	901.11	4,765.71	3,440.85	3,293.00	3,760.92	3,920.66	3,736.71	3,734.88	3,616.76	3,411.54	0.00	32,800.10
# of Businesses	5	3	5	5	5	5	5	5	5	5	5		
<b>GRAND TOTALS</b>	<b>181,863.96</b>	<b>139,469.77</b>	<b>181,237.48</b>	<b>202,375.79</b>	<b>180,551.60</b>	<b>195,333.79</b>	<b>208,516.12</b>	<b>191,455.31</b>	<b>181,501.81</b>	<b>181,206.01</b>	<b>172,115.21</b>	<b>0.00</b>	<b>2,016,900.75</b>
2024 Collections	182,613.39	152,869.71	164,045.85	199,422.47	182,695.22	185,186.88	190,468.90	177,608.38	173,613.62	175,816.65	170,675.37	177,568.47	2,132,584.91
2023 Collections	155,553.56	167,462.05	153,767.56	174,446.63	167,841.35	186,089.97	164,103.87	187,330.46	173,416.93	161,766.76	176,235.97	163,482.66	2,033,497.77
2022 Collections	154,095.92	129,638.16	127,930.49	158,659.20	156,810.34	168,019.16	154,468.26	170,989.88	155,200.96	158,573.06	154,044.55	148,725.26	1,837,155.24
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	1,673,361.06
2020 Collections	127,256.22	117,613.40	111,444.38	105,889.39	97,578.07	123,024.71	115,292.01	134,831.92	126,876.64	119,983.38	129,755.98	109,901.21	1,419,547.31
2019 Collections	117,759.17	107,528.57	110,355.97	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	1,443,077.07
% increase from 2024 to 2025	-0.4%	-8.8%	10.5%	1.5%	-1.2%	5.5%	9.5%	7.8%	4.5%	3.1%	0.8%	-100.0%	

# Benton Event Center-Event Report

November 13, 2025 to December 9, 2025

October 1, 2013 to November 12, 2025

**1,038,439**

	<b>Date(s)</b>	<b># of Attendees</b>
AAEA Conference	11/12-11/13/2025	260
AR Farm Bureau Purple Circle Event	11/14-11/15/2025	555
Duck Duck Goose Children's Consignment	11/16-11/24/2025	7000
ARDOT Award Luncheon	12/1/2025	315
CHI/STVI Service Award Luncheon	12/2/2025	310
Will Awareness	12/2-12/3/2025	40
First Convenience Bank	12/2/2025	25
AR Opiod Recovery Meeting	12/3/2025	180
Entergy Operations Meeting	12/3/2025	102
Benton Chamber Leadership Summit	12/4/2025	210
Singleton Birthday Party	12/5/2025	30
First Pentacostal Holiday Party	12/6/2025	160
GarretX Holiday Party	12/6/2025	200
AFMC Medicaid Conference	12/8-12/9/2025	260

# of Events: 14

TOTAL: **9,647**

TOTAL: **1,048,086**



## Marketing Report December 9, 2025

### Discover Benton Analytics

November 1<sup>st</sup> – December 1<sup>st</sup>

**80,500 views on socials**

**1,2245 sessions on website – 85% of traffic was from social media**

- Where to Order Thanksgiving Food in Benton – Article on Website (4,700 views)
- Christmas is Almost Here – Video with Christmas Events List (5,626 views)
- Experience a Real-Life Hallmark Christmas in Benton - Article on Website (4,630 views)

### Facebook Followers Growth Summary

Date	Followers	Change
Sept. 30	625	+80
Oct. 20	901	+276
Nov. 18	1,142	+241
Dec. 9	1,293	+151

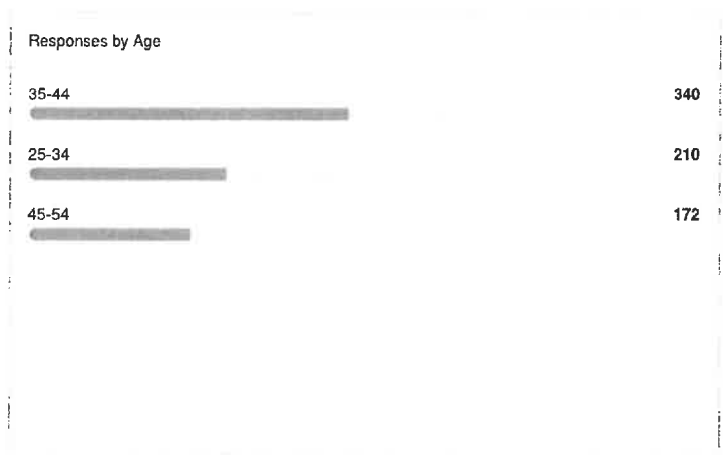
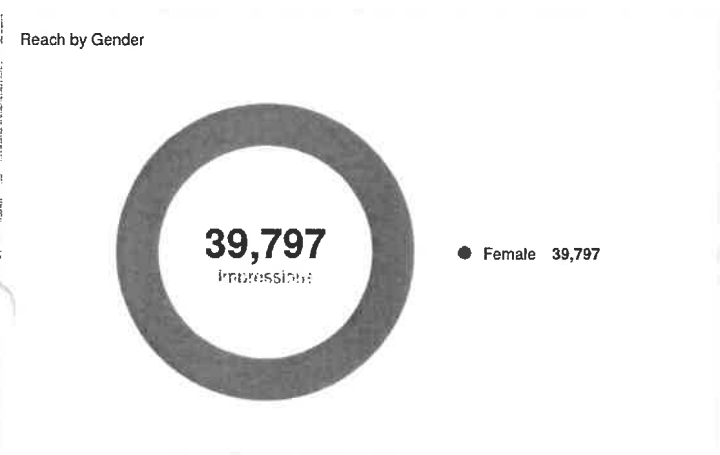
### Instagram Followers Growth Summary

Date	Followers	Change from Previous
Aug. 31	150	–
Sept. 30	206	+56
Oct. 20	243	+37
Nov. 18	276	+33
Dec. 9	311	+35

# APT Co-Op Report

## Facebook Ads

Event Responses <b>722</b>	Cost Per Event Response <b>\$0.28</b>	Clicks <b>1,868</b>	Amount Spent <b>\$199.87</b> 
Impressions <b>39,797</b>	Reach <b>15,923</b>	CTR <b>4.69%</b>	



Showing 1 of 1 Rows

CAMPAIGN	AD	POST REACTIONS	POST COMMENTS	POST SHARES	PAGE ENGAGEM...	FREQUENCY	COST PER POST ...
15135 - Benton - Event Response - December	15135 - Benton - ...	217	6	70	741	2.50	\$0.27