

Benton Advertising & Promotion Commission
Agenda
January 14, 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 December 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

- A. Arkansas USSSA – 1st Reading
- B. Saline County Art League – 1st Reading
- C. Royal Players, Inc. – 1st Reading

VIII. Benton Event Center Report – Nikki Chumley

Bill -
 • BUDGET COMMITTEE - MEETING
 •

IX. Marketing Report – Rachel Rivers

X. Development of Exit 114 Property – Bill Eldridge

XI. Old Business

Budget Committee – Bill Eldridge

XII. New Business

Next Meeting Date – February 11

XIII. Other Business

XIV. Adjournment

BENTON ADVERTISING & PROMOTION COMMISSION

Minutes

December 10, 2025

I. CALL TO ORDER

Chairman Bill Eldridge called the meeting of the Benton Advertising & Promotion Commission to order on December 10, 2025, at 3:31 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, 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 November 12, 2025 meeting. Elgin Hamner 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 November 30, 2025:

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	<u>\$454,887.14</u>
Total Checking/Savings	\$2,006,687.48

There is a liability of \$518.00 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 November 2025 total income of \$17,861.57 and total operating expenses of \$16,427.93 resulting in net gain of \$1,433.64. For the year to date as of November 2025 total income of \$206,364.19 and total operating expenses of \$164,401.13 resulting in net income of \$41,963.06.

Event Center profit and loss statements: for the month of November 2025 total income of \$62,374.72 and total operating expenses of \$55,509.24 resulting in net income of \$6,865.48. For the year to date as of November 2025 total income of \$739,658.08, total operating expenses of \$472,506.85 and capital expenditures of \$63,821.37 resulting in net income of \$203,329.86. 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 November 2025 total income of \$19,395.22 and total operating expenses of \$0 resulting in net gain of \$19,395.22. For the year to date as of November 2025, total income of \$224,968.45, total operating expenses of \$11.10 and total special project expenses of \$97,752.55 resulting in net income of \$127,204.80.

B. Bank Balances and Collections Report

Mandy Spicer presented the bank accounts with the following balances as of November 30, 2025:

	Statement Balance	Prev. Month's Balance
A&P Collections General	\$10,155.51	\$9,922.80
A&P Large Project Checking	\$2,522,964.12	\$2,481,409.27
A&P Small Project Checking	\$1,650,493.31	\$1,644,174.32
A&P General Operating Checking	\$171,467.17	\$173,208.43
Benton Focus Group Checking	\$784,719.71	\$765,324.49
Benton Event Center Gen Operating Checking	\$608,742.29	\$603,633.84
Benton Even Center Savings	<u>\$454,887.14</u>	\$443,740.30
	\$6,203,429.25	

VI. ADMINISTRATIVE

Mandy Spicer reported collections received in the month of November 2025 were \$172,115.21, which is a 0.8% increase from November 2024. The collections received in November are for the month of October.

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

November 2025 Collections:	\$172,115.21
November 2024 Collections:	\$170,675.37
November 2023 Collections:	\$178,235.97
November 2022 Collections:	\$154,044.55
November 2021 Collections:	\$141,463.51
November 2020 Collections:	\$129,755.98

November 2019 Collections:

\$119,762.25

Mandy Spicer reported there are several current delinquencies with most of them being food trucks and companies who have sold and have new owners. When asked if it became problematic to recover the taxes owed from a business that has been sold, Mandy replied that the city attorney would review each situation individually and decide the course of action.

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

VII. FUNDING REQUEST
None.

VIII. BENTON EVENT CENTER REPORT
Nikki Chumley reported about 14 events held in the building from November 13 to December 9. The events include a children's consignment sale, company meetings, and several holiday parties. Total attendance is 1,048,086. The number of events each month is holding steady and there are many multi-day events.

IX. MARKETING REPORT
Rachel Rivers reported the reach of the website and social media platforms continues to grow. From November 1 to December 1, there have been 80,500 views on social media and 12,245 sessions on the website with 85% of website traffic being from social media. Recent features on the social media platforms include an article highlighting restaurants and caterers taking orders for Thanksgiving food, a video with a Christmas events list and an article on how to experience a real-life Hallmark Christmas in Benton. She recently purchased advertising on the Arkansas Tourism Facebook page featuring Christmas events in Benton which was seen by 15,923 people. Mr. Sprinkles the elf is also visiting Benton restaurants and being featured on social media.

X. DEVELOPMENT OF EXIT 114 PROPERTY
Bill Eldridge reported the permit from the Corps of Engineers is expected by the middle of next week. The temporary fence has been moved to keep the cattle from the RV and soccer complex area.

XI. OLD BUSINESS
None.

XII. NEW BUSINESS
A. Budget Committee – Bill Eldridge requested a committee be formed to work on the 2026 budget. Luke Moody made a motion for the 2026 budget committee be

comprised of Bill Eldridge, Jordan Woolbright, Mandy Spicer, Gary James, Nikki Chumley and Amy McCormick. Alison Burch seconded. Motion carried.

B. Benton Matters Committee – Bill Eldridge reported that the Benton Matters committee has been re-formed and would like Rachel Rivers to be a member of the committee. Luke Moody made a motion that Rachel Rivers be a member of the Benton Matters Committee. Alison Burch seconded. Motion carried.

C. The next meeting of the A&P Commission will be January 14, 2026.

XIII. OTHER BUSINESS

Bill Eldridge recognized Mayor Tom Farmer. Mayor Farmer reminded the commissioners that the former Benton Athletic Director spoke at a previous A&P Commission meeting about the possibility of the A&P Commission helping the school district make a bid to host the AAA state championship tournaments for soccer, softball and baseball. Benton has hosted the tournaments previously but lost the most recent bid to Conway. Bids are being accepted in January 2026. It's a 3-day tournament that brings thousands of people to the host city who eat, stay and shop, thus bringing revenue. Mayor Farmer said the Benton Athletic Complex is the perfect setting for the tournaments. Discussion included restaurants definitely had increased revenue during the tournaments when they were previously hosted in Benton, the school district will also invest in security, field maintenance, gate revenue and in other ways, the fields to be used are owned and managed by the school district so there would be no need to use fields owned by other organizations and schools from all over Arkansas participate in the tournaments.

Steve Brown made a motion for the Benton A&P Commission to reimburse the Benton School District up to \$25,000 per year for five years starting in 2026 to offset the cost of hosting the AAA state championship tournaments for soccer, softball and baseball with the option to discuss increasing the amount each year beginning in 2027 if needed. Alison Burch seconded. Motion carried.

XIV. ADJOURNMENT

Luke Moody made a motion to adjourn the meeting. Elgin Hamner seconded. Motion carried. The meeting was adjourned at 4:02 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 December 31, 2025

	Dec 31, 25
ASSETS	
Current Assets	
Checking/Savings	
Bank OZK - Focus Group Project	804,116.52
Bank OZK - A&P	172,674.27
Bank OZK - Event Center	560,893.65
Bank OZK - Savings	466,272.35
Total Checking/Savings	2,003,956.79
Total Current Assets	2,003,956.79
TOTAL ASSETS	2,003,956.79
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Sales Tax Payable	1,612.38
Total Other Current Liabilities	1,612.38
Total Current Liabilities	1,612.38
Total Liabilities	1,612.38
Equity	
Retained Earnings	1,633,671.76
Net Income	368,672.65
Total Equity	2,002,344.41
TOTAL LIABILITIES & EQUITY	2,003,956.79

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
December 2025

	<u>Dec 25</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Income				
Interest	483.99	350.00	133.99	138.28%
Sales Tax Revenue	17,054.01	18,321.00	(1,266.99)	93.08%
Total Income	<u>17,538.00</u>	<u>18,671.00</u>	<u>(1,133.00)</u>	<u>93.93%</u>
Gross Profit	17,538.00	18,671.00	(1,133.00)	93.93%
Expense				
Accounting Services	600.00	600.00	0.00	100.0%
Advertising Expense	43.50	695.50	(652.00)	6.25%
Comp. for Commissioners	750.00	750.00	0.00	100.0%
Funding	2,493.00	4,167.00	(1,674.00)	59.83%
Labor Expenses	2,655.60	0.00	2,655.60	100.0%
Legal Counsel	1,200.00	1,200.00	0.00	100.0%
Repairs & Maintenance	0.00	1,000.00	(1,000.00)	0.0%
Service Agreement	6,658.33	6,658.33	0.00	100.0%
Total Expense	<u>14,400.43</u>	<u>15,070.83</u>	<u>(670.40)</u>	<u>95.55%</u>
Net Ordinary Income	<u>3,137.57</u>	<u>3,600.17</u>	<u>(462.60)</u>	<u>87.15%</u>
Net Income	<u><u>3,137.57</u></u>	<u><u>3,600.17</u></u>	<u><u>(462.60)</u></u>	<u><u>87.15%</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 December 2025

	<u>Jan - Dec 25</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Income				
Interest	5,549.66	4,200.00	1,349.66	132.14%
Sales Tax Revenue	218,352.53	219,227.80	(875.27)	99.6%
Total Income	<u>223,902.19</u>	<u>223,427.80</u>	<u>474.39</u>	<u>100.21%</u>
Gross Profit	223,902.19	223,427.80	474.39	100.21%
Expense				
Professional Services	800.00	0.00	800.00	100.0%
Accounting Services	7,375.00	7,315.00	60.00	100.82%
Advertising Expense	6,885.52	5,094.18	1,791.34	135.16%
Comp. for Commissioners	8,400.00	9,000.00	(600.00)	93.33%
Dues & Memberships	1,000.00	0.00	1,000.00	100.0%
Funding	35,179.96	50,000.00	(14,820.04)	70.36%
Labor Expenses	19,812.96	0.00	19,812.96	100.0%
Legal Counsel	14,400.00	14,400.00	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	5,300.00	(1,145.56)	78.39%
Service Agreement	79,899.96	79,899.96	0.00	100.0%
Total Expense	<u>178,801.56</u>	<u>171,234.14</u>	<u>7,567.42</u>	<u>104.42%</u>
Net Ordinary Income	<u>45,100.63</u>	<u>52,193.66</u>	<u>(7,093.03)</u>	<u>86.41%</u>
Net Income	<u><u>45,100.63</u></u>	<u><u>52,193.66</u></u>	<u><u>(7,093.03)</u></u>	<u><u>86.41%</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
December 2025

	<u>Dec 25</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Income				
Interest	3,118.66	2,300.00	818.66	135.59%
Sales-Revenue				
Alcohol Sales-Beer/Wine	4,027.52	5,100.00	(1,072.48)	78.97%
Alcohol Sales-Mixed Drinks	2,133.83	1,600.00	533.83	133.36%
Sales-Revenue - Other	37,405.60	30,091.00	7,314.60	124.31%
Total Sales-Revenue	<u>43,566.95</u>	<u>36,791.00</u>	<u>6,775.95</u>	<u>118.42%</u>
Sales Tax Revenue	<u>17,054.01</u>	<u>18,321.00</u>	<u>(1,266.99)</u>	<u>93.08%</u>
Total Income	<u>63,739.62</u>	<u>57,412.00</u>	<u>6,327.62</u>	<u>111.02%</u>
Gross Profit	63,739.62	57,412.00	6,327.62	111.02%
Expense				
Alcohol Expense	649.42	233.48	415.94	278.15%
Bank Service Fees	726.76	867.10	(140.34)	83.82%
Building Alarm System	147.10	147.61	(0.51)	99.65%
Cable TV	199.43	186.35	13.08	107.02%
Cleaning Service	2,647.04	1,345.00	1,302.04	196.81%
Contract Labor	2,923.00	3,200.00	(277.00)	91.34%
Health Insurance	1,364.53	1,364.53	0.00	100.0%
Insurance	32,296.13	26,298.13	5,998.00	122.81%
Internet/IT	1,606.00	2,193.00	(587.00)	73.23%
Labor Expenses	14,723.42	18,753.51	(4,030.09)	78.51%
Laundry Expense	1,653.45	2,748.45	(1,095.00)	60.16%
Office Expense	619.09	257.37	361.72	240.55%
Pest Control Expense	0.00	70.00	(70.00)	0.0%
Repairs & Maintenance	21,641.46	6,205.46	15,436.00	348.75%
Supplies	2,099.83	2,590.64	(490.81)	81.05%
Telephone Expense	263.39	117.00	146.39	225.12%
Trash Pickup	596.10	600.00	(3.90)	99.35%
Utilities	5,872.97	6,400.00	(527.03)	91.77%
Website	69.95	69.95	0.00	100.0%
Total Expense	<u>90,099.07</u>	<u>73,647.58</u>	<u>16,451.49</u>	<u>122.34%</u>
Net Ordinary Income	<u>(26,359.45)</u>	<u>(16,235.58)</u>	<u>(10,123.87)</u>	<u>162.36%</u>
Net Income	<u>(26,359.45)</u>	<u>(16,235.58)</u>	<u>(10,123.87)</u>	<u>162.36%</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 December 2025

	<u>Jan - Dec 25</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Income				
Interest	34,180.64	27,600.00	6,580.64	123.84%
Sales-Revenue				
Alcohol Sales-Beer/Wine	11,855.83	13,800.00	(1,944.17)	85.91%
Alcohol Sales-Mixed Drinks	6,767.88	9,400.00	(2,632.12)	72.0%
Refunds/Returns	(857.00)	0.00	(857.00)	100.0%
Sales-Revenue - Other	533,097.82	475,353.00	57,744.82	112.15%
Total Sales-Revenue	<u>550,864.53</u>	<u>498,553.00</u>	<u>52,311.53</u>	<u>110.49%</u>
Sales Tax Revenue	218,352.53	219,227.80	(875.27)	99.6%
Total Income	<u>803,397.70</u>	<u>745,380.80</u>	<u>58,016.90</u>	<u>107.78%</u>
Gross Profit	803,397.70	745,380.80	58,016.90	107.78%
Expense				
Advertising Expense	2,227.40	2,000.00	227.40	111.37%
Alcohol Expense	13,618.57	7,941.41	5,677.16	171.49%
Alcohol Permit Expense	3,576.00	3,576.00	0.00	100.0%
Bank Service Fees	7,731.79	6,810.89	920.90	113.52%
Building Alarm System	3,184.47	3,569.13	(384.66)	89.22%
Cable TV	2,345.13	2,236.20	108.93	104.87%
Cleaning Service	18,423.60	16,140.00	2,283.60	114.15%
Contract Labor	49,013.73	48,025.00	988.73	102.06%
Dues & Memberships	550.00	1,279.95	(729.95)	42.97%
Health Insurance	15,965.00	15,965.00	0.00	100.0%
Insurance	32,296.13	26,298.13	5,998.00	122.81%
Internet/IT	16,465.40	26,316.00	(9,850.60)	62.57%
Labor Expenses	186,470.88	187,969.46	(1,498.58)	99.2%
Laundry Expense	24,582.75	25,582.45	(999.70)	96.09%
Linen & Supplies	3,260.22	2,139.48	1,120.74	152.38%
Office Expense	8,829.68	4,530.54	4,299.14	194.89%
Pest Control Expense	1,093.73	1,115.00	(21.27)	98.09%
Repairs & Maintenance	69,906.70	86,715.09	(16,808.39)	80.62%
Supplies	18,162.25	18,164.60	(2.35)	99.99%
Telephone Expense	1,385.58	1,404.00	(18.42)	98.69%
Trash Pickup	6,511.55	6,716.16	(204.61)	96.95%
Utilities	76,126.01	77,266.18	(1,140.17)	98.52%
Website	879.35	878.45	0.90	100.1%
Total Expense	<u>562,605.92</u>	<u>572,639.12</u>	<u>(10,033.20)</u>	<u>98.25%</u>
Net Ordinary Income	240,791.78	172,741.68	68,050.10	139.39%
Other Income/Expense				
Other Expense				
Capital Expenditures				
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%
Total Capital Expenditures	<u>63,821.37</u>	<u>63,060.05</u>	<u>761.32</u>	<u>101.21%</u>
Total Other Expense	<u>63,821.37</u>	<u>63,060.05</u>	<u>761.32</u>	<u>101.21%</u>
Net Other Income	<u>(63,821.37)</u>	<u>(63,060.05)</u>	<u>(761.32)</u>	<u>101.21%</u>
Net Income	<u>176,970.41</u>	<u>109,681.63</u>	<u>67,288.78</u>	<u>161.35%</u>
Transfer to BEC Savings	(110,000.00)			
Transfer from BEC Savings	63,821.37			

585,045.17
- 562,605.92
22,439.25

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
December 2025

	<u>Dec 25</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Income				
Interest	2,342.80	1,500.00	842.80	156.19%
Sales Tax Revenue	17,054.01	18,321.00	(1,266.99)	93.08%
Total Income	<u>19,396.81</u>	<u>19,821.00</u>	<u>(424.19)</u>	<u>97.86%</u>
Gross Profit	<u>19,396.81</u>	<u>19,821.00</u>	<u>(424.19)</u>	<u>97.86%</u>
Net Ordinary Income	<u>19,396.81</u>	<u>19,821.00</u>	<u>(424.19)</u>	<u>97.86%</u>
Net Income	<u><u>19,396.81</u></u>	<u><u>19,821.00</u></u>	<u><u>(424.19)</u></u>	<u><u>97.86%</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 December 2025

	<u>Jan - Dec 25</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Income				
Interest	26,012.73	18,000.00	8,012.73	144.52%
Sales Tax Revenue	218,352.53	219,227.80	(875.27)	99.6%
Total Income	<u>244,365.26</u>	<u>237,227.80</u>	<u>7,137.46</u>	<u>103.01%</u>
Gross Profit	244,365.26	237,227.80	7,137.46	103.01%
Expense				
Office Expense	11.10	0.00	11.10	100.0%
Total Expense	<u>11.10</u>	<u>0.00</u>	<u>11.10</u>	<u>100.0%</u>
Net Ordinary Income	244,354.16	237,227.80	7,126.36	103.0%
Other Income/Expense				
Other Expense				
Special Projects	97,752.55	100,000.00	(2,247.45)	97.75%
Total Other Expense	<u>97,752.55</u>	<u>100,000.00</u>	<u>(2,247.45)</u>	<u>97.75%</u>
Net Other Income	(97,752.55)	(100,000.00)	2,247.45	97.75%
Net Income	<u><u>146,601.61</u></u>	<u><u>137,227.80</u></u>	<u><u>9,373.81</u></u>	<u><u>106.83%</u></u>

NO ASSURANCE IS PROVIDED ON THESE STATEMENTS.

Benton Advertising & Promotion Commission Bank Account Balances
December 31, 2025

Account Name		Acct #	Statement Balance	Previous Month's Balance
Cash Accounts:				
A&P Collections General		***1584	9,999.34	10,155.51
				0.00
A&P Large Project Checking	50%	***0318	2,232,317.80	2,522,964.12
A&P Small Project Checking	20%	***0348	1,678,027.82	1,650,493.31
A&P General Op Checking	10%	***3297	172,699.33	171,467.17
Benton Focus Group Checking	10%	***2274	804,116.52	784,719.71
				0.00
Benton Event Center General Op Checking	10%	***2640	560,279.72	608,742.29
Benton Event Center Savings		***9832	466,272.35	454,887.14

TOTAL OPERATING CASH & INVESTMENTS

5,923,712.88

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

	Dec	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec	TOTAL
RESTAURANTS:														
TOTAL RESTAURANTS	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	144,057.38	1,884,480.74	
# of Businesses	82	71	87	86	82	85	87	86	84	87	80	83		
FOOD TRUCKS:														
TOTAL FOOD TRUCKS	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	643.87	10,696.68	
# of Businesses	20	13	15	18	21	21	24	25	31	27	21	26		
MOTEL & HOTEL:														
TOTAL MOTEL & HOTEL	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	4,199.86	57,570.56	
# of Businesses	11	10	11	11	12	11	10	11	10	10	10	10		
CONVENIENCE STORE:														
TOTAL C-STORE	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	3,656.80	36,304.53	
# of Businesses	19	16	19	18	17	18	16	21	17	21	16	21		
OTHER:														
TOTAL OTHER	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	13,929.61	154,262.84	
# of Businesses	9	12	12	13	14	19	18	18	23	23	20	19		
GROCERY:														
TOTAL GROCERY	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	3,952.91	36,188.47	
# of Businesses	5	3	5	5	5	5	5	5	5	5	5	5		
GRAND TOTALS	181,863.96	139,469.77	181,237.48	202,375.79	180,551.60	195,333.79	208,516.12	191,455.31	181,501.81	181,206.01	172,115.21	170,442.43	2,179,503.82	
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	159,767.56	174,446.63	167,841.35	186,089.97	164,103.87	187,330.46	173,416.93	161,766.76	178,235.97	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	97,678.07	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%	-4.0%		

NOTICE

**The following businesses are delinquent in the
remittance of their Benton Advertising and Promotion Tax
as of January 10, 2026**

**Benton Shell
Isha The Taste of India
Koffee with a Kause
La Calle 7
La Terraza Mexican Cantina & Grill
Mama Mia Pizzeria
Niecy's
Scoopy's Homemade Ice Cream
Shiv Lodging-Rodeway Inn
Supreme Service Solutions
Tropical Smoothie Cafe
Zaxby's**

**This notice is being placed in accordance with the Benton Advertising and
Promotion Commission Delinquency Policy, as adopted November 15, 2012.**

Benton Event Center-Event Report

December 10, 2025 to January 14, 2026

October 1, 2013 to December 9, 2025

1,038,439

	Date(s)	# of Attendees
ICF Entergy Solutions Meeting	12/10/2025	150
AG Officer of the Year	12/11/2025	540
Middleton Christmas Party	12/12/2025	300
Saline Memorial Hospital Holiday Party	12/13/2025	100
Harper Birthday Party	12/13/2025	30
ARDOT Luncheon	12/15/2025	435
CHI/STVI LDI	12/16-12/17/2025	250
AR State Police Graduation	12/18/2025	950
Saline County Gun & Knife Show	12/19-12/21/2025	1900
Chamber Bingo	12/29-12/30/2025	1020
Young Repast	1/3/2026	70
Tax Code Conference	1/7/2026	20
RetirePath Workshop	1/8/2026	20
KT Mac Enterprises Safety Meeting	1/13-14/2026	60
Rental Concepts Managers' Meeting	1/13/2026	65

of Events: 15

TOTAL: **5,910**

TOTAL: **1,044,349**



Marketing Report, January 13, 2026

Facebook Followers Growth & Views Summary for 2026

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
Total:	1,422		182,000

Top 8 Performing Content in 2026

Rank	Content	Platform/Type	Month Posted	Views
1	Benton promotional video announcing website launch	Social Media Video	October	5,258
2	Christmas elf visiting 5 coffee shops in Benton	Social Media Video	December	5,212
3	Experience a Real-Life Hallmark Christmas	Website Article & Social Media	November	4,112
4	Video promoting Benton Christmas Events	Social Media Video	November	4,097
5	Discover Benton Website is Launching Soon – Save the Date	Social Media Post	September	3,708
6	Fall Giveaway to Pumpkin Patch and Restaurant	Social Media Post	September	2,904
7	Where to Order Thanksgiving Food in Benton	Website Article & Social Media	November	2,815
8	Go Behind the Scenes at the Royal Theatre	Social Media Video	October	2,219



Upcoming Content:

- New Year, New You: Healthy Eats and Food Options in Benton, AR
- Where to Book Your Valentine’s Day Reservation in Benton
- Beat the Winter Blues on a Budget: A Benton Day Trip for Under \$40
- Spring Break Itineraries

Instagram Followers Growth Summary

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