

Benton Advertising & Promotion Commission
Agenda
June 10, 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 May 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

Saline County Fair & Rodeo – 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

XI. New Business

Next Meeting Date – July 8

XII. Other Business

XIII. Adjournment

BENTON ADVERTISING & PROMOTION COMMISSION
Minutes
May 20, 2026

- I. CALL TO ORDER
 Chairman Bill Eldridge called the meeting of the Benton Advertising & Promotion Commission to order on May 20, 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, Elgin Hamner, Luke Moody and Greg Shinn. Alison Burch 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.
- IV. MINUTES
 Luke Moody made a motion to approve the minutes of the April 8, 2026 meeting. Elgin Hamner seconded. Motion carried.
- V. FINANCIAL REPORTS
 - A. Bank Balances and Collections Report

Mandy Spicer presented the bank accounts with the following statement balances as of April 30, 2026:

	Statement Balance	Prev. Month's Balance
A&P Collections General	\$12,350.96	\$10,522.45
A&P Large Project Checking	\$234,213.51	\$854,834.27
A&P Small Project Checking	\$963,836.84	\$1,716,587.05
A&P General Operating Checking	\$166,171.74	\$167,338.53
Benton Focus Group Checking	\$853,042.83	\$840,760.60
Benton Event Center Gen Operating Checking	\$475,768.58	\$484,595.00
Benton Even Center Savings	<u>\$511,620.92</u>	\$500,236.99
	<u>\$3,217,005.38</u>	

Mandy Spicer reported collections received in the month of April 2026 were \$205,062.60, which is a 1.3% increase from April 2025. The collections received in April are for the month of March.

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

April 2026 Collections:	\$205,062.60
April 2025 Collections:	\$202,375.79
April 2024 Collections:	\$199,422.47
April 2023 Collections:	\$174,446.63
April 2022 Collections:	\$158,659.20
April 2021 Collections:	\$150,715.18
April 2020 Collections:	\$105,889.39
April 2019 Collections:	\$129,020.47

B. Delinquency Report

Mandy Spicer reported collections are steady and there are no concerns with delinquencies at this time.

C. Profit & Loss Reports

Financial reports were presented by Jordan Woolbright. The following A&P Commission bank accounts show the following reconciled balances as of April 30, 2026:

Bank OZK – Focus Group Project Checking	\$853,042.83
Bank OZK – A&P Checking	\$164,866.64
Bank OZK – Event Center Checking	\$475,665.12
Bank OZK – Event Center Savings	<u>\$511,620.92</u>
Total Checking/Savings	\$2,005,195.51

There is a liability of \$574.99 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 April 2026 total income of \$18,424.56, total operating expenses of \$16,283.26 resulting in net income of \$2,141.30. For the year to date as of April 30, 2026 total income of \$72,730.91, total operating expenses of \$62,299.41 and other expenses of \$14,820.04 resulting in a net loss of (\$4,388.54).

Event Center profit and loss statements: for the month of April total income of \$43,434.32, total operating expenses of \$42,996.85 resulting in net income of \$437.47. For the year to date as of April 30, 2026 total income of \$193,639.35, total operating expenses of \$168,999.54 and capital expenditures of \$66,992.47 resulting in a net loss of (\$42,352.66). \$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 April 2026 total income of \$12,282.23 and total operating expenses of \$0 resulting in a net gain of \$12,282.23. For

the year to date as of April 30, 2026 total income of \$48,926.31 and total operating expenses of \$0 resulting in net gain of \$48,926.31.

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

VI. FUNDING REQUEST

Saline County Fair Association – 1st reading of request for \$7,500 for the Saline County Fair & Rodeo. Julie Kerr was recognized to speak. She stated the requested amount of \$7,500 would be used to promote the Saline County Fair & Rodeo on social media, radio, MySaline.com, the *Saline Courier* and marketing signs. She thanked the commissioners for the opportunity. The funding request will be voted on at the next meeting.

VII. BENTON EVENT CENTER REPORT

Nikki Chumley reported about 31 events held in the building since the last meeting, including conferences, awards, fundraisers, family events, trade shows, a graduation, banquets and meetings. Total attendance from the day the building opened is 1,071,359.

VIII. MARKETING REPORT

Rachel Rivers reported that 36 restaurants have committed to participating in restaurant week. Promotional materials will be distributed to the restaurants the week before the event and yard signs will be placed May 29-30. Filming is underway for the “Discover Benton” advertising campaign, featuring the Saline River, games/community at Bernard Holland and Third Thursday. The social media reach of Discover Benton continues to grow. The post announcing Buc-ees opening date has over 195,000 views.

IX. DEVELOPMENT OF EXIT 114 PROPERTY

Bill Eldridge reported the dirt work for the RV park and soccer complex continue to go well and the permits from the Corps of Engineers and FEMA are still pending. Buc-ees announced its opening date of August 17th.

X. OLD BUSINESS

Bill Eldridge directed the commissioners to the drafts of the funding documents in the meeting packet. The commissioners would like to have a second workshop to review and finalize. Amy McCormick will schedule the meeting and notify the commissioners.

XI. NEW BUSINESS

The next meeting of the A&P Commission will be June 10, 2026.

XII. OTHER BUSINESS


None.

XIII. ADJOURNMENT

Luke Moody made a motion to adjourn the meeting. Steve Brown seconded. Motion carried. The meeting was adjourned at 3:49 pm.



Bill Eldridge, Chairman



Amy McCormick, Recording Secretary

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

Account Name	Acct #	Statement Balance	Previous Month's Balance
Cash Accounts:			
A&P Collections General	***1584	12,543.91	12,350.96
A&P Large Project Checking	remainder ***0318	389,256.58	234,213.51
A&P Small Project Checking	\$10K per month ***0348	657,857.18	963,836.84
A&P General Op Checking	\$18K per month ***3297	161,191.95	166,171.74
Benton Focus Group/ RV Park Checking	\$10K per month ***2274	64,701.71	853,042.83
			0.00
Benton Event Center General Op Checking	***2640	452,799.35	475,768.58
Benton Event Center Savings	***9832	522,988.57	511,620.92
TOTAL OPERATING CASH & INVESTMENTS			<u><u>2,261,339.25</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 May 31, 2026

	May 31, 26
ASSETS	
Current Assets	
Checking/Savings	
Bank OZK - Focus Group Checking	64,701.71
Bank OZK - A&P Checking	168,449.45
Bank OZK -Event Center Checking	448,659.69
Bank OZK - Event Center Savings	522,988.57
Total Checking/Savings	1,204,799.42
Total Current Assets	1,204,799.42
TOTAL ASSETS	1,204,799.42
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Sales Tax Payable	447.00
Total Other Current Liabilities	447.00
Total Current Liabilities	447.00
Total Liabilities	447.00
Equity	
Retained Earnings	2,002,435.41
Net Income	(798,082.99)
Total Equity	1,204,352.42
TOTAL LIABILITIES & EQUITY	1,204,799.42

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
May 2026

	<u>May 26</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Income				
Interest Income	413.07	300.00	113.07	137.69%
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>18,413.07</u>	<u>17,300.00</u>	<u>1,113.07</u>	<u>106.43%</u>
Gross Profit	18,413.07	17,300.00	1,113.07	106.43%
Expense				
Accounting Services	600.00	600.00	0.00	100.0%
Advertising Expense	1,942.33	82.50	1,859.83	2,354.34%
Comp. for Commissioners	600.00	750.00	(150.00)	80.0%
Funding	1,073.61	4,166.67	(3,093.06)	25.77%
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>15,493.36</u>	<u>16,863.82</u>	<u>(1,370.46)</u>	<u>91.87%</u>
Net Ordinary Income	<u>2,919.71</u>	<u>436.18</u>	<u>2,483.53</u>	<u>669.38%</u>
Net Income	<u><u>2,919.71</u></u>	<u><u>436.18</u></u>	<u><u>2,483.53</u></u>	<u><u>669.38%</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 May 2026

	<u>Jan - May 26</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Income				
Interest Income	2,143.98	1,500.00	643.98	142.93%
Revenue				
A&P Tax Revenue	89,000.00	85,000.00	4,000.00	104.71%
Total Revenue	<u>89,000.00</u>	<u>85,000.00</u>	<u>4,000.00</u>	<u>104.71%</u>
Total Income	<u>91,143.98</u>	<u>86,500.00</u>	<u>4,643.98</u>	<u>105.37%</u>
Gross Profit	91,143.98	86,500.00	4,643.98	105.37%
Expense				
Accounting Services	3,295.00	3,275.00	20.00	100.61%
Advertising Expense	5,630.53	335.00	5,295.53	1,680.76%
Bank Service Fees	35.00	0.00	35.00	100.0%
Comp. for Commissioners	3,300.00	3,750.00	(450.00)	88.0%
Funding	6,855.11	20,833.33	(13,978.22)	32.91%
Labor Expenses	15,427.90	18,782.01	(3,354.11)	82.14%
Legal Counsel	6,000.00	6,000.00	0.00	100.0%
Postage	296.98	296.98	0.00	100.0%
Repairs & Maintenance	2,997.50	2,180.00	817.50	137.5%
Service Agreement	33,291.65	33,291.65	0.00	100.0%
Total Expense	<u>77,129.67</u>	<u>88,743.97</u>	<u>(11,614.30)</u>	<u>86.91%</u>
Net Ordinary Income	14,014.31	<u>(2,243.97)</u>	<u>16,258.28</u>	<u>(624.53%)</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>(805.73)</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
May 2026

	<u>May 26</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Income				
Interest Income	2,564.89	1,500.00	1,064.89	170.99%
Revenue				
Rental Revenue	31,954.49	41,476.58	(9,522.09)	77.04%
Alcohol Sales	0.00	1,552.00	(1,552.00)	0.0%
Total Revenue	<u>31,954.49</u>	<u>43,028.58</u>	<u>(11,074.09)</u>	<u>74.26%</u>
Total Income	<u>34,519.38</u>	<u>44,528.58</u>	<u>(10,009.20)</u>	<u>77.52%</u>
Gross Profit	34,519.38	44,528.58	(10,009.20)	77.52%
Expense				
Advertising Expense	1,612.50	0.00	1,612.50	100.0%
Alcohol Expense	188.35	0.00	188.35	100.0%
Alcohol Permit Expense	2,500.00	0.00	2,500.00	100.0%
Bank Service Fees	430.64	313.60	117.04	137.32%
Building Alarm System	0.00	295.22	(295.22)	0.0%
Cable TV	199.43	199.43	0.00	100.0%
Cleaning Service	1,744.64	1,333.33	411.31	130.85%
Contract Labor	5,039.30	3,683.00	1,356.30	136.83%
Dues & Memberships	0.00	175.00	(175.00)	0.0%
Health Insurance	1,499.94	1,499.94	0.00	100.0%
Internet/IT	1,606.00	1,929.95	(323.95)	83.22%
Labor Expenses	14,479.11	14,513.55	(34.44)	99.76%
Laundry Expense	4,358.10	1,844.00	2,514.10	236.34%
Linen & Supplies	0.00	208.00	(208.00)	0.0%
Office Expense	1,217.30	609.00	608.30	199.89%
Pest Control Expense	0.00	404.69	(404.69)	0.0%
Repairs & Maintenance	6,905.05	4,636.00	2,269.05	148.94%
Supplies	2,147.46	415.22	1,732.24	517.19%
Telephone Expense	107.51	84.50	23.01	127.23%
Trash Pickup	871.90	202.74	669.16	430.06%
Utilities	5,051.99	5,478.83	(426.84)	92.21%
Website	69.95	69.95	0.00	100.0%
Total Expense	<u>50,029.17</u>	<u>37,895.95</u>	<u>12,133.22</u>	<u>132.02%</u>
Net Ordinary Income	<u>(15,509.79)</u>	<u>6,632.63</u>	<u>(22,142.42)</u>	<u>(233.84%)</u>
Net Income	<u>(15,509.79)</u>	<u>6,632.63</u>	<u>(22,142.42)</u>	<u>(233.84%)</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 May 2026

	<u>Jan - May 26</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Income				
Interest Income	13,489.68	7,500.00	5,989.68	179.86%
Revenue				
Rental Revenue	208,457.27	215,933.46	(7,476.19)	96.54%
Alcohol Sales	6,211.78	7,760.00	(1,548.22)	80.05%
Total Revenue	<u>214,669.05</u>	<u>223,693.46</u>	<u>(9,024.41)</u>	<u>95.97%</u>
Total Income	<u>228,158.73</u>	<u>231,193.46</u>	<u>(3,034.73)</u>	<u>98.69%</u>
Gross Profit	228,158.73	231,193.46	(3,034.73)	98.69%
Expense				
Advertising Expense	1,612.50	0.00	1,612.50	100.0%
Alcohol Expense	2,509.99	2,000.00	509.99	125.5%
Alcohol Permit Expense	2,500.00	0.00	2,500.00	100.0%
Bank Service Fees	2,847.77	2,887.93	(40.16)	98.61%
Building Alarm System	588.40	1,165.90	(577.50)	50.47%
Cable TV	997.15	997.15	0.00	100.0%
Cleaning Service	7,941.12	7,138.12	803.00	111.25%
Contract Labor	20,398.71	19,211.50	1,187.21	106.18%
Dues & Memberships	375.00	750.00	(375.00)	50.0%
Health Insurance	7,274.70	7,274.70	0.00	100.0%
Internet/IT	9,325.80	9,649.75	(323.95)	96.64%
Labor Expenses	83,167.74	79,950.53	3,217.21	104.02%
Laundry Expense	11,902.65	10,091.60	1,811.05	117.95%
Linen & Supplies	549.03	1,035.06	(486.03)	53.04%
Office Expense	2,857.32	2,736.00	121.32	104.43%
Pest Control Expense	305.46	786.59	(481.13)	38.83%
Repairs & Maintenance	24,853.89	22,544.00	2,309.89	110.25%
Supplies	5,785.83	5,131.68	654.15	112.75%
Telephone Expense	626.18	515.86	110.32	121.39%
Trash Pickup	3,435.12	2,491.96	943.16	137.85%
Utilities	28,824.60	30,613.20	(1,788.60)	94.16%
Website	349.75	349.75	0.00	100.0%
Total Expense	<u>219,028.71</u>	<u>207,321.28</u>	<u>11,707.43</u>	<u>105.65%</u>
Net Ordinary Income	9,130.02	<u>23,872.18</u>	<u>(14,742.16)</u>	<u>38.25%</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>(57,862.45)</u>			
Transfer to BEC Savings	(50,000.00)			
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
May 2026

	<u>May 26</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Income				
Interest Income	1,658.88	1,000.00	658.88	165.89%
Revenue				
A&P Tax Revenue	10,000.00	10,000.00	0.00	100.0%
Total Revenue	<u>10,000.00</u>	<u>10,000.00</u>	<u>0.00</u>	<u>100.0%</u>
Total Income	<u>11,658.88</u>	<u>11,000.00</u>	<u>658.88</u>	<u>105.99%</u>
Gross Profit	<u>11,658.88</u>	<u>11,000.00</u>	<u>658.88</u>	<u>105.99%</u>
Net Ordinary Income	<u>11,658.88</u>	<u>11,000.00</u>	<u>658.88</u>	<u>105.99%</u>
Other Income/Expense				
Other Expense				
Capital Expenditures				
RV Park Project	800,000.00			
Total Capital Expenditures	<u>800,000.00</u>			
Total Other Expense	<u>800,000.00</u>			
Net Other Income	<u>(800,000.00)</u>			
Net Income	<u><u>(788,341.12)</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 May 2026

	<u>Jan - May 26</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Income				
Interest Income	10,585.19	5,000.00	5,585.19	211.7%
Revenue				
A&P Tax Revenue	50,000.00	50,000.00	0.00	100.0%
Total Revenue	<u>50,000.00</u>	<u>50,000.00</u>	<u>0.00</u>	<u>100.0%</u>
Total Income	<u>60,585.19</u>	<u>55,000.00</u>	<u>5,585.19</u>	<u>110.16%</u>
Gross Profit	<u>60,585.19</u>	<u>55,000.00</u>	<u>5,585.19</u>	<u>110.16%</u>
Net Ordinary Income	<u>60,585.19</u>	<u>55,000.00</u>	<u>5,585.19</u>	<u>110.16%</u>
Other Income/Expense				
Other Expense				
Capital Expenditures				
RV Park Project	800,000.00			
Total Capital Expenditures	<u>800,000.00</u>			
Total Other Expense	<u>800,000.00</u>			
Net Other Income	<u>(800,000.00)</u>			
Net Income	<u>(739,414.81)</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	\$ 300.00
Royal Players	\$ 19,100.00	\$ 10,000.00	\$ 5,921.11
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	\$ 6,000.00	\$ 1,000.00
Saline County Fair & Rodeo	\$ 7,500.00		
Totals	\$ 46,870.00	\$ 30,270.00	\$ 7,221.11

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
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
Royal Players	3/31/2026 ck #1849	\$ 84.63
Young Players - Royal Players	4/8/2026 ck #1854	\$ 628.10
Davis Branding Co. - Art League	4/14/2026 ck #1855	\$ 300.00
Alright Printing - Royal Players	4/14/2026 ck #1856	\$ 528.00
Adam Davis-Royal Players	4/21/2026 ck #1857	\$ 30.00
KURB-FM Cumulus Media-Royal Players	4/28/2026 ck #1860	\$ 582.00
Royal Players	5/14/2026 ck #1874	\$ 38.74
Royal Players	5/14/2026 ck #1875	\$ 34.87
MySaline.com - Old Fashioned Day	5/14/2026 ck #1876	\$ 1,000.00
Adam Davis-Royal Players	6/9/2026 ck #1889	\$ 30.00
KURB-FM Cumulus Media-Royal Players	6/9/2026 ck #1890	\$ 288.00
KURB-FM Cumulus Media-Royal Players	6/9/2026 ck #1891	\$ 48.00

Benton Event Center-Event Report

May 20, 2026 to June 10, 2026

October 1, 2013 to May 19, 2026

1,071,359

	Date(s)	# of Attendees
Scouting America Heart of an Eagle Luncheon	5/27/2026	95
AR Connections Academy Prom	5/29/2026	300
Salt Creek Vendor Event	5/30/2026	350
K-Pop Warrior Live Show	6/1/2026	300
AR School Behavior Conference	6/3-6/4/2026	960
Felts Wedding Party	6/5-6/2026	300
Saline Memorial Baby Fair	6/6/2026	400
AASEA Conference (Special Education)	6/8-6/10/2026	420

Events: 8

TOTAL:

3,125

TOTAL:

1,074,484



City of Benton Advertising and Promotion Commission Marketing Report, June 10, 2026

- Benton Restaurant Week = **39 restaurants** participating
- The Mighty Rib, a food blogger, is confirmed to participate.
- Yard signs have been placed throughout the community, resulting in 150 new followers over the weekend.
- Table tents and participant door stickers are being distributed this week.
- Scheduled to appear on THV11's *The Vine* on June 16 to promote Benton Restaurant Week and Third Thursday.
- Scheduled for an interview with **Brooke Buckner on THV11** on Thursday, June 11.
- Completed filming at the Saline River and during Third Thursday for the "Discover Benton" advertising campaign. The final filming session is scheduled for Friday and will feature ladies shopping, dining, and enjoying Downtown Benton.

Top Performing Posts in May

Top content by views

Boost content

See all content



The opening date for Buc-ee's in Benton is...

Wed May 13, 2:43pm

209.5K 771
100 574



We had a great time last night at Downto...

Fri May 22, 8:46am

20.1K 138
3 9



Spotted! Have you noticed these signs...

Tue Jun 2, 1:20pm

15.8K 48
6 11



Downtown Benton's Third Thursday is ON...

Wed May 20, 5:04pm

13.4K 38
11 20



The next Downtown Benton's Third...

Tue May 12, 6:00pm

9.0K 29
2 13



Downto Third Thu

Mon May 11

7.5K
2



Downtown Benton's Third Thursday is...

Mon May 18, 10:00am

7.5K 38
2 12



Looking for a fun family adventure clos...

Tue May 19, 7:30pm

5.5K 24
1 14



It's National Hamburger Day! Wh...

Thu May 28, 9:30am

4.1K 12
29 3



Facebook Followers & Views Summary

GOAL: 5,000 followers by the end of 2026

Date	Followers	Change	Views	
August	0	+638	25,900	Social Media Goes Live
September	638	+181	19,200	Fall Giveaway, Behind the Scenes Videos at Mama B's and Creamy Cove
October	819	+203	23,200	Website Launch Video, Behind the Scenes at the Royal Theatre
November	1,022	+195	76,500	Thanksgiving Article, Christmas Events Paid Ads
December	1,217	+205	38,100	Christmas Events, Elf on the Shelf
January	1,519	+302	50,400	Benton Thomas Park Update, Top Indoor Attractions in Benton, Support Restaurants Before Winter Weather Hits
February	1,672	+153	27,400	Party Rooms in Benton, Super Bowl Specials
March	1,844	+172	52,400	Spring Break in Benton, Brunch Spots in Benton
April	2,021	+177	50,600	Third Thursday Recap Post, See You Thursday Post, Great Fry Debate
May	2,536	+515	301,000	Buc-ee's Opening Date Post, Third Thursday Posts, Food Truck Line-Up, Memorial Day



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	427	+45
April	460	+33
May	515	+55



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 to help the event or program grow and be successful. 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.

Seventy percent (70%) of the total funding budget will be considered for events that have previously received funding and thirty percent (30%) of the total funding budget will be considered for events that have never received funding. The current annual funding budget for the A&P Commission is \$50,000. The A&P Commission reserves the right to reallocate funds from either pool based upon the number and type of requests received annually.

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, a representative from the organization is required to submit the Post Funding Report to the A&P Commission office and attend one of the A&P Commission's next two meetings immediately following the event or program to be eligible for future funding.

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



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

POST FUNDING REPORT

Organization Name:
Event Title:
Total Funding Approved:

CONTACT INFORMATION

Contact Person: _____
Address: _____
Phone: _____ Email Address: _____

POST EVENT DETAILS

Event Date(s): _____ Location: _____
Was this a first-year event? _____
If no, how many years has this event or program occurred: _____
Total estimated economic impact from your event for the City of Benton: _____

Total Attendance: _____
Prior Year Visitor Count (if applicable): _____
Did this event bring any hotel stays? _____ If yes, please provide the number of lodging rooms used for event: _____

Did the event encourage attendees to visit restaurants/convenience stores/other food service businesses in the City of Benton? What efforts were made to encourage this? _____

What was the total cost of the event: \$ _____ (Attach fully itemized event budget.)

State specific marketing items paid for by A&P funds:

Marketing Items	Amount
	\$
	\$
	\$
	\$
	\$
	\$
	\$
Total	\$

What other funding sources were obtained? _____

Signed _____ Date _____
Requesting Organization