

Benton Advertising & Promotion Commission
Agenda
May 20, 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 April 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 – 1st Reading

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 – June 10

XII. Other Business

XIII. Adjournment

BENTON ADVERTISING & PROMOTION COMMISSION
Minutes
April 8, 2026

I. CALL TO ORDER

Chairman Bill Eldridge called the meeting of the Benton Advertising & Promotion Commission to order on April 8, 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 March 11, 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 March 31, 2026:

	Statement Balance	Prev. Month's Balance
A&P Collections General	\$10,522.45	\$20,335.72
A&P Large Project Checking	\$854,834.27	\$725,067.91
A&P Small Project Checking	\$1,716,587.05	\$1,702,625.37
A&P General Operating Checking	\$167,338.53	\$164,982.46
Benton Focus Group Checking	\$840,760.60	\$818,364.92
Benton Event Center Gen Operating Checking	\$484,595.00	\$544,593.81
Benton Even Center Savings	<u>\$500,236.99</u>	\$488,795.71
	<u>\$4,574,874.89</u>	

Mandy Spicer reported collections received in the month of March 2026 were \$165,657.09, which is a 8.6% decrease from March 2025. The collections received in March are for the month of February.

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

March 2026 Collections:	\$165,657.09
March 2025 Collections:	\$181,237.48
March 2024 Collections:	\$164,045.85
March 2023 Collections:	\$153,767.56
March 2022 Collections:	\$127,930.49
March 2021 Collections:	\$114,271.51
March 2020 Collections:	\$111,444.38
March 2019 Collections:	\$110,355.97

B. Delinquency Report

Report not given.

C. Profit & Loss Reports

Financial reports were presented by Jordan Woolbright. The following A&P Commission bank accounts show the following reconciled balances as of March 31, 2026:

Bank OZK – Focus Group Project Checking	\$840,760.60
Bank OZK – A&P Checking	\$166,144.43
Bank OZK – Event Center Checking	\$483,442.74
Bank OZK – Event Center Savings	<u>\$500,236.99</u>
Total Checking/Savings	\$1,990,584.76

There is a liability of \$825.24 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 March 2026 total income of \$18,450.76, total operating expenses of \$14,359.92 resulting in net income of \$4,090.84. For the year to date as of March 31, 2026 total income of \$54,306.35, total operating expenses of \$46,016.15 and other expenses of \$14,820.04 resulting in a net loss of (\$6,529.84).

Event Center profit and loss statements: for the month of March total income of \$59,100.78, total operating expenses of \$39,077.15 and capital expenditures of \$66,992.47 resulting in a net loss of (\$46,968.84). For the year to date as of March 31, 2026 total income of \$150,205.03, total operating expenses of \$126,002.69 and capital expenditures of \$66,992.47 resulting in a net loss of (\$42,790.13). \$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 March 2026 total income of \$22,395.68 and total operating expenses of \$0 resulting in a net gain of \$22,395.68. For the year to date as of March 31, 2026 total income of \$36,644.08 and total operating expenses of \$0 resulting in net gain of \$36,644.08.

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

Old Fashioned Day – 2nd reading and request for \$6,000 for event. Luke Moody made a motion to approve funding up to \$6,000. Elgin Hamner seconded. Motion carried.

VII. BENTON EVENT CENTER REPORT

Nikki Chumley reported about 14 events held in the building since the last meeting, including classes, a home show, fairs, fundraisers, company meetings, expos, a prom and an Easter service. The largest event was match day for UAMS Residency. She showed pictures and a video from the match day which is part of a national program. Total attendance from the day the building opened is 1,065,434. All of the carpet in the building was cleaned the week of March 22.

VIII. MARKETING REPORT

Rachel Rivers reported 30 restaurants have committed to participating in restaurant week. She's working on the marketing plan for the event which will include prizes. A&P is partnering with the City of Benton for advertising on THV11 that promotes Third Thursday and restaurant week. She will have a booth at next week's Third Thursday and she has ordered promotional items for the year, including logo stickers, cups and fans.

IX. DEVELOPMENT OF EXIT 114 PROPERTY

Bill Eldridge reported the Buc-ees construction and dirt work for the RV park and soccer complex continue to go well. The work on Highway 229 to help control traffic flow is also progressing.

X. OLD BUSINESS

Bill Eldridge reminded the commissioners about the workshop on April 15th at 3:00 pm at the Benton Chamber to revise the funding policies and application.

XI. NEW BUSINESS

The next meeting of the A&P Commission will be May 13, 2026.

XII. OTHER BUSINESS

None.

XIII. ADJOURNMENT

Luke Moody made a motion to adjourn the meeting. Greg Shinn seconded. Motion carried. The meeting was adjourned at 3:58 pm.



Bill Eldridge, Chairman



Amy McCormick, Recording Secretary

Benton Advertising & Promotion Commission Bank Account Balances
April 30, 2026

Account Name	Acct #	Statement Balance	Previous Month's Balance
Cash Accounts:			
A&P Collections General	***1584	12,350.96	10,522.45
			0.00
A&P Large Project Checking	remainder ***0318	234,213.51	854,834.27
A&P Small Project Checking	\$10K per month ***0348	963,836.84	1,716,587.05
A&P General Op Checking	\$18K per month ***3297	166,171.74	167,338.53
Benton Focus Group/ RV Park Checking	\$10K per month ***2274	853,042.83	840,760.60
			0.00
Benton Event Center General Op Checking	***2640	475,768.58	484,595.00
Benton Event Center Savings	***9832	511,620.92	500,236.99

\$3,217,005.38

TOTAL OPERATING CASH & INVESTMENTS

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 April 30, 2026

	Apr 30, 26
ASSETS	
Current Assets	
Checking/Savings	
Bank OZK - Focus Group 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	511,620.92
Total Checking/Savings	2,005,195.51
Total Current Assets	2,005,195.51
TOTAL ASSETS	2,005,195.51
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Sales Tax Payable	574.99
Total Other Current Liabilities	574.99
Total Current Liabilities	574.99
Total Liabilities	574.99
Equity	
Retained Earnings	2,002,435.41
Net Income	2,185.11
Total Equity	2,004,620.52
TOTAL LIABILITIES & EQUITY	2,005,195.51

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
April 2026

	<u>Apr 26</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Income				
Interest Income	424.56	300.00	124.56	141.52%
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>18,424.56</u>	<u>17,300.00</u>	<u>1,124.56</u>	<u>106.5%</u>
Gross Profit	18,424.56	17,300.00	1,124.56	106.5%
Expense				
Accounting Services	600.00	600.00	0.00	100.0%
Advertising Expense	2,979.70	82.50	2,897.20	3,611.76%
Bank Service Fees	35.00	0.00	35.00	100.0%
Comp. for Commissioners	750.00	750.00	0.00	100.0%
Funding	2,152.73	4,166.67	(2,013.94)	51.67%
Labor Expenses	0.00	3,406.32	(3,406.32)	0.0%
Legal Counsel	1,200.00	1,200.00	0.00	100.0%
Repairs & Maintenance	1,907.50	1,090.00	817.50	175.0%
Service Agreement	6,658.33	6,658.33	0.00	100.0%
Total Expense	<u>16,283.26</u>	<u>17,953.82</u>	<u>(1,670.56)</u>	<u>90.7%</u>
Net Ordinary Income	<u>2,141.30</u>	<u>(653.82)</u>	<u>2,795.12</u>	<u>(327.51%)</u>
Net Income	<u><u>2,141.30</u></u>	<u><u>(653.82)</u></u>	<u><u>2,795.12</u></u>	<u><u>(327.51%)</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 April 2026

	<u>Jan - Apr 26</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Income				
Interest Income	1,730.91	1,200.00	530.91	144.24%
Revenue				
A&P Tax Revenue	71,000.00	68,000.00	3,000.00	104.41%
Total Revenue	<u>71,000.00</u>	<u>68,000.00</u>	<u>3,000.00</u>	<u>104.41%</u>
Total Income	<u>72,730.91</u>	<u>69,200.00</u>	<u>3,530.91</u>	<u>105.1%</u>
Gross Profit	72,730.91	69,200.00	3,530.91	105.1%
Expense				
Accounting Services	2,695.00	2,675.00	20.00	100.75%
Advertising Expense	3,688.20	252.50	3,435.70	1,460.67%
Bank Service Fees	35.00	0.00	35.00	100.0%
Comp. for Commissioners	2,700.00	3,000.00	(300.00)	90.0%
Funding	6,444.60	16,666.66	(10,222.06)	38.67%
Labor Expenses	12,008.81	15,375.69	(3,366.88)	78.1%
Legal Counsel	4,800.00	4,800.00	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	26,633.32	26,633.32	0.00	100.0%
Total Expense	<u>62,299.41</u>	<u>71,880.15</u>	<u>(9,580.74)</u>	<u>86.67%</u>
Net Ordinary Income	10,431.50	<u>(2,680.15)</u>	<u>13,111.65</u>	<u>(389.21%)</u>
Other Income/Expense				
Other Expense				
Prior Year Unused Funding	<u>14,820.04</u>			
Total Other Expense	<u>14,820.04</u>			
Net Other Income	<u>(14,820.04)</u>			
Net Income	<u>(4,388.54)</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
April 2026

	<u>Apr 26</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Income				
Interest Income	2,671.51	1,500.00	1,171.51	178.1%
Revenue				
Rental Revenue	38,568.03	25,725.25	12,842.78	149.92%
Alcohol Sales	2,194.78	1,552.00	642.78	141.42%
Total Revenue	<u>40,762.81</u>	<u>27,277.25</u>	<u>13,485.56</u>	<u>149.44%</u>
Total Income	<u>43,434.32</u>	<u>28,777.25</u>	<u>14,657.07</u>	<u>150.93%</u>
Gross Profit	43,434.32	28,777.25	14,657.07	150.93%
Expense				
Alcohol Expense	197.96	600.00	(402.04)	32.99%
Bank Service Fees	371.64	634.69	(263.05)	58.56%
Cable TV	199.43	199.43	0.00	100.0%
Cleaning Service	1,925.12	1,333.33	591.79	144.38%
Contract Labor	4,795.85	3,683.00	1,112.85	130.22%
Health Insurance	1,499.94	1,499.94	0.00	100.0%
Internet/IT	1,929.95	1,929.95	0.00	100.0%
Labor Expenses	17,898.20	14,513.55	3,384.65	123.32%
Laundry Expense	2,726.55	1,844.00	882.55	147.86%
Linen & Supplies	0.00	208.00	(208.00)	0.0%
Office Expense	523.34	609.00	(85.66)	85.93%
Pest Control Expense	76.30	76.30	0.00	100.0%
Repairs & Maintenance	4,189.10	4,636.00	(446.90)	90.36%
Supplies	859.01	1,269.66	(410.65)	67.66%
Telephone Expense	107.60	107.84	(0.24)	99.78%
Trash Pickup	774.92	567.60	207.32	136.53%
Utilities	4,851.99	5,521.11	(669.12)	87.88%
Website	69.95	69.95	0.00	100.0%
Total Expense	<u>42,996.85</u>	<u>39,303.35</u>	<u>3,693.50</u>	<u>109.4%</u>
Net Ordinary Income	<u>437.47</u>	<u>(10,526.10)</u>	<u>10,963.57</u>	<u>(4.16%)</u>
Net Income	<u>437.47</u>	<u>(10,526.10)</u>	<u>10,963.57</u>	<u>(4.16%)</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 April 2026

	<u>Jan - Apr 26</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Income				
Interest Income	10,924.79	6,000.00	4,924.79	182.08%
Revenue				
Rental Revenue	176,502.78	174,456.88	2,045.90	101.17%
Alcohol Sales	6,211.78	6,208.00	3.78	100.06%
Total Revenue	<u>182,714.56</u>	<u>180,664.88</u>	<u>2,049.68</u>	<u>101.14%</u>
Total Income	<u>193,639.35</u>	<u>186,664.88</u>	<u>6,974.47</u>	<u>103.74%</u>
Gross Profit	193,639.35	186,664.88	6,974.47	103.74%
Expense				
Alcohol Expense	2,321.64	2,000.00	321.64	116.08%
Bank Service Fees	2,417.13	2,574.33	(157.20)	93.89%
Building Alarm System	588.40	870.68	(282.28)	67.58%
Cable TV	797.72	797.72	0.00	100.0%
Cleaning Service	6,196.48	5,804.79	391.69	106.75%
Contract Labor	15,359.41	15,528.50	(169.09)	98.91%
Dues & Memberships	375.00	575.00	(200.00)	65.22%
Health Insurance	5,774.76	5,774.76	0.00	100.0%
Internet/IT	7,719.80	7,719.80	0.00	100.0%
Labor Expenses	68,688.63	65,436.98	3,251.65	104.97%
Laundry Expense	7,544.55	8,247.60	(703.05)	91.48%
Linen & Supplies	549.03	827.06	(278.03)	66.38%
Office Expense	1,640.02	2,127.00	(486.98)	77.11%
Pest Control Expense	305.46	381.90	(76.44)	79.98%
Repairs & Maintenance	17,948.84	17,908.00	40.84	100.23%
Supplies	3,638.37	4,716.46	(1,078.09)	77.14%
Telephone Expense	518.67	431.36	87.31	120.24%
Trash Pickup	2,563.22	2,289.22	274.00	111.97%
Utilities	23,772.61	25,134.37	(1,361.76)	94.58%
Website	279.80	279.80	0.00	100.0%
Total Expense	<u>168,999.54</u>	<u>169,425.33</u>	<u>(425.79)</u>	<u>99.75%</u>
Net Ordinary Income	<u>24,639.81</u>	<u>17,239.55</u>	<u>7,400.26</u>	<u>142.93%</u>
Other Income/Expense				
Other Expense				
Capital Expenditures				
Lighting Control System	66,992.47			
Total Capital Expenditures	<u>66,992.47</u>			
Total Other Expense	<u>66,992.47</u>			
Net Other Income	<u>(66,992.47)</u>			
Net Income	<u>(42,352.66)</u>			
Transfer to BEC Savings	(40,000.00)			
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
April 2026

	<u>Apr 26</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Income				
Interest Income	2,282.23	1,000.00	1,282.23	228.22%
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>12,282.23</u>	<u>11,000.00</u>	<u>1,282.23</u>	<u>111.66%</u>
Gross Profit	<u>12,282.23</u>	<u>11,000.00</u>	<u>1,282.23</u>	<u>111.66%</u>
Net Ordinary Income	<u>12,282.23</u>	<u>11,000.00</u>	<u>1,282.23</u>	<u>111.66%</u>
Net Income	<u><u>12,282.23</u></u>	<u><u>11,000.00</u></u>	<u><u>1,282.23</u></u>	<u><u>111.66%</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 April 2026

	<u>Jan - Apr 26</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Income				
Interest Income	8,926.31	4,000.00	4,926.31	223.16%
Revenue				
A&P Tax Revenue	40,000.00	40,000.00	0.00	100.0%
Total Revenue	<u>40,000.00</u>	<u>40,000.00</u>	<u>0.00</u>	<u>100.0%</u>
Total Income	<u>48,926.31</u>	<u>44,000.00</u>	<u>4,926.31</u>	<u>111.2%</u>
Gross Profit	<u>48,926.31</u>	<u>44,000.00</u>	<u>4,926.31</u>	<u>111.2%</u>
Net Ordinary Income	<u>48,926.31</u>	<u>44,000.00</u>	<u>4,926.31</u>	<u>111.2%</u>
Net Income	<u><u>48,926.31</u></u>	<u><u>44,000.00</u></u>	<u><u>4,926.31</u></u>	<u><u>111.2%</u></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	\$ 5,555.11
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	\$ 6,855.11

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

Benton Event Center-Event Report

April 8, 2026 to May 19, 2026

October 1, 2013 to April 7, 2026

1,065,434

	Date(s)	# of Attendees
Chamber Bingo	4/8-4/9/2026	1210
AR DOT Women in Stem	4/10/2026	440
Sweet Arts Fundraiser	4/11/2026	270
Burks Baby Shower	4/12/2026	40
Stanfield Baby Shower	4/12/2026	60
AR Basketball Coaches Dinner	4/13/2026	400
Amplify Meeting/ Lunch	4/14/2026	155
AR Hearing Society	4/16-4/18/2026	160
AR Clinical Lab Sciences Conference	4/16-4/17/2026	320
Benton HS ROTC Military Ball	4/18/2026	240
Saline County FCA Banquet	4/19/2026	450
40 Under 40 Nursing Awards	4/20/2026	600
CHI/STVI Leadership Development	4/21-4/22/2026	230
John 3:17 Banquet	4/23/2026	450
Bryant Prom	4/24-4/25/2026	900
Ricardson Birthday Party	4/26/2026	40
McGraw Regional Sales	4/27/2026	70
AFMC MMS Billing	4/29-4/30/2026	335
Missionary Baptist Seminary Alumni Banquet	5/2/2026	300
Coaches Banquet	5/2/2026	50
AR Retired Teachers Annual Conference	5/4-5/5/2026	280
Chamber Business Expo	5/7-5/8/2026	785
Sports Card & Memorabilia Show	5/9/2026	350
AR State Police Award	5/12/2026	370
First Security Trip Preview	5/13/2026	80
Salt Creek CPA 5 year anniversary celebration	5/14/2026	50
RetirePath Workshop	5/14/2026	25
SC Democratic Dinner	5/16/2026	140
Cruz Baby Shower	5/17/2026	40
Rental Concepts Manager's Meeting	5/18/2026	60
Woodland Hills Graduation	5/19/2026	810

Events: 31 TOTAL: 5,925

TOTAL: 1,071,359



City of Benton Advertising and Promotion Commission
Marketing Report, May 20, 2026

- Benton Restaurant Week is scheduled for June 14–20, with **36 restaurants** currently confirmed to participate. **The Mighty Rib** is confirmed to attend. Additional influencers and media partnerships are being finalized.
- Restaurant Week promotional materials are on schedule:
 - Yard signs will be placed May 29–30
 - Table tents will be distributed June 8
 - Participant door stickers will be distributed June 13
- Scheduled appearance on THV11’s **The Vine on June 16** will help promote Restaurant Week and Third Thursday.
- Filming is underway for the “Discover Benton” advertising campaign, featuring the Saline River, games/community at Bernard Holland, and Third Thursday.

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	2,374	+353	240,300	Buc-ee’s Opening Date Post, Third Thursday Promotion Post

Top Performing Posts Over the Last 30 Days

[Top content by views](#)

[Boost content](#)

[See all content](#)



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

Wed May 13, 2:43pm

👁️ 195.3K ❤️ 721
👍 98 ➡️ 552



What a great evening at Downtown Benton...

Mon Apr 20, 2:31pm

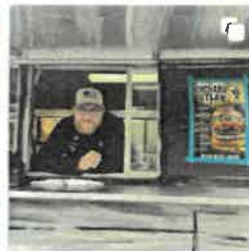
👁️ 10.0K ❤️ 61
👍 1 ➡️ 9



The next Downtown Benton's Third...

Tue May 12, 6:00pm

👁️ 7.7K ❤️ 26
👍 1 ➡️ 13



We stopped by Jesse James Food Trailer...

Tue May 5, 1:34pm

👁️ 5.1K ❤️ 19
👍 6 ➡️ 5



Mother's Day is just around the corner on...

Fri May 1, 10:00am

👁️ 3.7K ❤️ 16
👍 4 ➡️ 6



Did you know National...

Tue Apr 21,

👁️ 3.5K
👍 1

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	490	+30



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. ~~The A&P Commission may fund programs or events beyond three years on a case-by-case basis. Funding will be reduced by 25% each time a funding request is considered for the same event or program. For example:~~

~~Year One: \$1,000 approved
Year Two: \$750 approved
Year Three: \$500 approved~~

Sixty percent (60%) of the total funding budget will be considered for events that have previously received funding and forty percent (40%) of the funding budget will be considered for events that have never received funding. The current funding budget for the A&P Commission is \$50,000.

Entities awarded funds must follow all A&P Commission guidelines and requirements to receive allocated dollars. Funding is awarded on a first-come, first-served basis.

Criteria

1. Funds must be used for an event or program taking place in the City of Benton.
2. Event or program should have the potential to bring attendees from outside Benton and preferably spend the night.
3. Event or program should have the potential for its attendees to visit restaurants/convenience stores/other food service businesses in the City of Benton.
4. Event or program must increase economic activity for the City of Benton.

Consideration will take place if:

1. Funds are available.
2. Event or program attracts visitors.
3. Event or program enhances quality of life for residents.
4. Event or program contributes to the betterment of the tourism infrastructure.
5. Event or program includes live music, arts, athletics and/or culture.
6. Planning for event or program includes multiple funding sources other than the Benton A&P Commission.

Funding Request

1. Must be received by the A&P Commission office one week before the regularly scheduled meeting of the Commission. Currently, the Commission meets on the second Wednesday of each month.
2. Must be received 90 days prior to the event or program.
3. Should substantiate the economic impact of the event or program as it pertains to attracting visitors from outside Benton to Benton hotels and restaurants.
4. Will be reviewed (first reading) by the A&P Commission at its regular scheduled meeting. The request will be reviewed again (second reading) and be voted on at the meeting following the initial review.
5. Only one funding request can be submitted for a program or event during a calendar year.

Payment of Invoices

1. Invoices for marketing expenses to be paid by the A&P Commission will be paid directly to the vendor.
2. Vendors located in Benton should be given priority.
3. For vendors that require advance payment or payment by credit card at the time of ordering, the organization will have to pay the invoice and be reimbursed by the A&P Commission. The original invoice and receipt or proof of payment must be submitted to be reimbursed.
4. All invoices must be submitted to the A&P Commission within 60 days of the event or program or the invoice will not be paid.

The A&P Commission logo must appear on all program and event promotional ads and materials as appropriate.

If an event or program is voted to be supported in part by the A&P Commission, the requesting organization will receive notification via email along with the marketing assets to include in marketing materials.

After the event or program, the organization is required to submit the Post Event/Program Report to the A&P Commission at one of its 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.

DRAFT



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

DRAFT



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

POST EVENT/PROGRAM 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: _____

Has the Benton A&P Commission provided funding in the past? _____ If yes, please provide the following information.

Year	Amount
	\$
	\$
	\$
	\$
	\$

Year	Amount
	\$
	\$
	\$
	\$
	\$

Total estimated economic impact from your event for the City of Benton: _____

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