

Benton Advertising & Promotion Commission
Agenda
August 12, 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 July 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

Royal Players (September to December) – 2nd Reading and Vote

VII. Benton Event Center Report – Nikki Chumley

- Drone Project

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 – September 9

XII. Other Business

XIII. Adjournment

BENTON ADVERTISING & PROMOTION COMMISSION

Minutes

July 8, 2026

I. CALL TO ORDER

Chairman Bill Eldridge called the meeting of the Benton Advertising & Promotion Commission to order on July 8, 2026, at 3:32 pm at Benton City Hall in Council Chambers.

II. ROLL CALL

Commissioners in attendance were Bill Eldridge, Frank Baptist, Steve Brown, Alison Burch, Luke Moody and Greg Shinn. Elgin Hamner 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, 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 June 10, 2026 meeting. Alison Burch 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 June 30, 2026:

	Statement Balance	Prev. Month's Balance
A&P Collections General	\$23,695.94	\$12,543.91
A&P Large Project Checking	\$505,317.74	\$389,256.58
A&P Small Project Checking	\$669,762.27	\$657,857.18
A&P General Operating Checking	\$171,844.24	\$161,191.95
Benton Focus Group/RV Park Checking	\$74,890.71	\$64,701.71
Benton Event Center Gen Operating Checking	\$456,500.99	\$452,799.35
Benton Event Center Savings	<u>\$534,528.78</u>	\$522,988.57
	\$2,436,540.67	

Mandy Spicer reported collections received in the month of June 2026 were \$205,162.69, which is a 5.0% increase from June 2025. The collections received in June are for the month of May.

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

June 2026 Collections:	\$205,162.69
June 2025 Collections:	\$195,333.79
June 2024 Collections:	\$185,186.88
June 2023 Collections:	\$186,089.97
June 2022 Collections:	\$168,019.16
June 2021 Collections:	\$152,994.36
June 2020 Collections:	\$123,024.71
June 2019 Collections:	\$135,416.48

B. Delinquency Report

Mandy Spicer reported the deadline for this month's collections is July 10th at 5:00 pm so there is not a delinquency report.

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 June 30, 2026:

Bank OZK – Focus Group Project Checking	\$74,890.71
Bank OZK – A&P Checking	\$170,930.06
Bank OZK – Event Center Checking	\$454,861.33
Bank OZK – Event Center Savings	<u>\$534,528.78</u>
Total Checking/Savings	\$1,235,210.88

There is a liability of \$439.12 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 June 2026 total income of \$18,463.81, total operating expenses of \$15,983.20 resulting in net income of \$2,480.61. For the year to date as of June 30, 2026 total income of \$109,607.79, total operating expenses of \$93,112.87 and other expenses of \$14,820.04 resulting in a net gain of \$1,674.88.

Event Center profit and loss statements: for the month of June total income of \$56,982.84, total operating expenses of \$39,233.11 resulting in a net gain of \$17,749.73. For the year to date as of June 30, 2026 total income of \$285,141.57, total operating expenses of \$258,261.82 and capital expenditures of \$66,992.47 resulting in a net loss of (\$40,112.72). \$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 June 2026 total income of \$10,189.00 and total operating expenses of \$0 resulting in a net gain of \$10,189.00. For the year to date as of June 30, 2026 total income of \$70,774.19 and total operating expenses of \$800,000.00 resulting in a net loss of (\$729,225.81).

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

VI. FUNDING REQUEST

Royal Players – 1st reading on request for \$6,512.00 for events from September to December 2026. Bill Eldridge reminded the commissioners that in February, \$10,000 of funding was approved with the option of the Royal Players returning this month to request additional funds. Jennifer Wells was recognized and reported the previously approved \$10,000 will be depleted by the end of August and additional funds would be used to promote shows and activities from September to December, including the haunted house in October.

VII. BENTON EVENT CENTER REPORT

Nikki Chumley reported about eleven events held in the building since the last meeting, including the comic expo, gun and knife show, fundraisers, a workshop, a training and conferences. Total attendance from the day the building opened is 1,076,289.

VIII. MARKETING REPORT

Rachel Rivers reported that restaurant week was very successful with 38 participating restaurants, over 400 new social media followers, 34,789 people reached through social media posts and great feedback from the restaurants. The post about food trucks at June's Third Thursday event had over 42,000 views.

IX. DEVELOPMENT OF EXIT 114 PROPERTY

Bill Eldridge reported everyone is excited about the grand opening of Buc-ees on August 17th.

X. OLD BUSINESS

Bill Eldridge stated city attorney Baxter Drennon is reviewing the revised funding documents. Amy McCormick will send the new documents to the commissioners for review once Baxter has approved them.

XI. NEW BUSINESS

The next meeting of the A&P Commission will be August 12, 2026.

XII. OTHER BUSINESS

City Attorney Baxter Drennon reported a designated free speech zone at the Benton Event Center will be identified. A follow-up meeting will be scheduled to finalize. Nikki Chumley said there have been four situations in 13 years, two with protestors and two

with pollers soliciting signatures. Bill Eldridge stated we need to be sensitive to people who rent the building.

XIII. ADJOURNMENT

Luke Moody made a motion to adjourn the meeting. Steve Brown seconded. Motion carried. The meeting was adjourned at 3:53 pm.



Bill Eldridge, Chairman



Amy McCormick, Recording Secretary

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

Account Name	Acct #	Statement Balance	Previous Month's Balance
Cash Accounts:			
A&P Collections General	***1584	25,448.73	23,695.94
			0.00
A&P Large Project Checking	remainder ***0318	649,306.16	505,317.74
A&P Small Project Checking	\$10K per month ***0348	681,642.15	669,762.27
A&P General Op Checking	\$18K per month ***3297	176,139.02	171,844.24
Benton Focus Group/ RV Park Checking	\$10K per month ***2274	85,103.32	74,890.71
			0.00
Benton Event Center General Op Checking	***2640	458,500.71	456,500.99
Benton Event Center Savings	***9832	546,054.95	534,528.78
TOTAL OPERATING CASH & INVESTMENTS			2,622,195.04

RESTAURANTS:

RESTAURANTS:	RECD IN												TOTAL
	DEC	JAN	FEB	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPT	OCT	NOV	
TOTAL RESTAURANTS	162,070.45	146,605.58	147,592.68	177,264.01	168,296.52	180,494.71	170,997.32	0.00	0.00	0.00	0.00	0.00	1,161,947.29
# of Businesses	86	87	85	86	89	87	88						
FOOD TRUCKS:													
TOTAL FOOD TRUCKS	725.07	283.08	452.47	728.63	609.26	837.41	1,437.94	0.00	0.00	0.00	0.00	0.00	5,514.98
# of Businesses	21	14	16	13	18	18	21						
MOTEL & HOTEL:													
TOTAL MOTEL & HOTEL	4,161.90	4,271.90	3,904.70	5,658.60	5,556.77	5,807.03	6,281.59	0.00	0.00	0.00	0.00	0.00	35,641.49
# of Businesses	9	9	9	10	11	11	11						
CONVENIENCE STORE:													
TOTAL C-STORE	2,808.90	2,668.12	2,709.68	3,230.97	3,228.43	2,949.33	2,969.93	0.00	0.00	0.00	0.00	0.00	20,844.97
# of Businesses	19	19	20	20	21	19	20						
OTHER:													
TOTAL OTHER	9,207.49	6,990.82	7,214.72	8,612.60	8,546.24	8,417.26	8,944.69	0.00	0.00	0.00	0.00	0.00	57,982.10
# of Businesses	15	12	13	11	13	12	17						
GROCERY:													
TOTAL GROCERY	4,551.47	2,977.83	3,782.84	9,567.79	6,595.55	6,656.95	5,190.05	0.00	0.00	0.00	0.00	0.00	41,380.96
# of Businesses	6	5	6	6	8	8	8						
GRAND TOTALS	183,525.28	163,797.33	165,657.09	205,062.60	192,831.77	205,162.69	195,821.52	0.00	0.00	0.00	0.00	0.00	1,323,311.79
2025 Collections	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	2,186,069.28
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	161,786.76	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	0.9%	17.4%	-8.6%	1.3%	6.8%	5.0%	-6.1%	-100.0%	-100.0%	-100.0%	100.0%	-100.0%	

NOTICE

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

Benton Express
Big Bear's Meat House & Catering
Breitweiser's Meat Market
Creamy Cove
Donut NV Central AR
Isha The Taste of India
Jefferson's Mobile Grilling
Jesse James Foods
Jimmy Mart
Koffee with a Kause
La Calle 7
Lexx Eats and Treatz
MaMa Mia Pizzeria
Northern Lights Shaved Ice
Shiv Lodging-Rodeway Inn
Taqueria Los Tarascos
The Dessert Lab
The Pour Lounge by Kandi Unfiltered, Inc.

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

Benton A&P Commission
Statement of Assets, Liabilites & Equity - Modified Cash Basis
Substantially All Disclosures Required by the Modified Cash Basis of Accounting Omitted
As of July 31, 2026

	<u>Jul 31, 26</u>
ASSETS	
Current Assets	
Checking/Savings	
Bank OZK - Focus Group Checking	85,103.32
Bank OZK - A&P Checking	167,633.10
Bank OZK -Event Center Checking	430,122.94
Bank OZK - Event Center Savings	546,054.95
Total Checking/Savings	<u>1,228,914.31</u>
Total Current Assets	<u>1,228,914.31</u>
TOTAL ASSETS	<u>1,228,914.31</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Sales Tax Payable	730.62
Total Other Current Liabilities	<u>730.62</u>
Total Current Liabilities	<u>730.62</u>
Total Liabilities	730.62
Equity	
Retained Earnings	2,002,435.41
Net Income	(774,251.72)
Total Equity	<u>1,228,183.69</u>
TOTAL LIABILITIES & EQUITY	<u>1,228,914.31</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
July 2026

	Jul 26	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
Interest Income	461.67	300.00	161.67	153.89%
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>18,461.67</u>	<u>17,300.00</u>	<u>1,161.67</u>	<u>106.72%</u>
Gross Profit	<u>18,461.67</u>	<u>17,300.00</u>	<u>1,161.67</u>	<u>106.72%</u>
Expense				
Accounting Services	600.00	600.00	0.00	100.0%
Advertising Expense	766.17	200.00	566.17	383.09%
Comp. for Commissioners	600.00	750.00	(150.00)	80.0%
Funding	5,715.50	4,166.66	1,548.84	137.17%
Labor Expenses	5,128.63	5,109.48	19.15	100.38%
Legal Counsel	1,200.00	1,200.00	0.00	100.0%
Repairs & Maintenance	1,090.00	1,090.00	0.00	100.0%
Service Agreement	6,658.33	6,658.33	0.00	100.0%
Total Expense	<u>21,758.63</u>	<u>19,774.47</u>	<u>1,984.16</u>	<u>110.03%</u>
Net Ordinary Income	<u>(3,296.96)</u>	<u>(2,474.47)</u>	<u>(822.49)</u>	<u>133.24%</u>
Net Income	<u><u>(3,296.96)</u></u>	<u><u>(2,474.47)</u></u>	<u><u>(822.49)</u></u>	<u><u>133.24%</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 July 2026

	<u>Jan - Jul 26</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Income				
Interest Income	3,069.46	2,100.00	969.46	146.17%
Revenue				
A&P Tax Revenue	125,000.00	119,000.00	6,000.00	105.04%
Total Revenue	<u>125,000.00</u>	<u>119,000.00</u>	<u>6,000.00</u>	<u>105.04%</u>
Total Income	<u>128,069.46</u>	<u>121,100.00</u>	<u>6,969.46</u>	<u>105.76%</u>
Gross Profit	<u>128,069.46</u>	<u>121,100.00</u>	<u>6,969.46</u>	<u>105.76%</u>
Expense				
Accounting Services	4,495.00	4,475.00	20.00	100.45%
Advertising Expense	9,536.48	617.50	8,918.98	1,544.37%
Bank Service Fees	35.00	0.00	35.00	100.0%
Comp. for Commissioners	4,500.00	5,250.00	(750.00)	85.71%
Funding	12,936.61	29,166.66	(16,230.05)	44.35%
Labor Expenses	23,975.62	27,297.81	(3,322.19)	87.83%
Legal Counsel	8,400.00	8,400.00	0.00	100.0%
Postage	296.98	296.98	0.00	100.0%
Repairs & Maintenance	4,087.50	3,270.00	817.50	125.0%
Service Agreement	46,608.31	46,608.31	0.00	100.0%
Total Expense	<u>114,871.50</u>	<u>125,382.26</u>	<u>(10,510.76)</u>	<u>91.62%</u>
Net Ordinary Income	<u>13,197.96</u>	<u>(4,282.26)</u>	<u>17,480.22</u>	<u>(308.2%)</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>(1,622.08)</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
July 2026

	<u>Jul 26</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Income				
Interest Income	2,771.96	1,500.00	1,271.96	184.8%
Revenue				
Rental Revenue	36,085.88	28,244.75	7,841.13	127.76%
Alcohol Sales	1,221.88	1,552.00	(330.12)	78.73%
Refunds/Returns	(147.15)	0.00	(147.15)	100.0%
Total Revenue	<u>37,160.61</u>	<u>29,796.75</u>	<u>7,363.86</u>	<u>124.71%</u>
Total Income	<u>39,932.57</u>	<u>31,296.75</u>	<u>8,635.82</u>	<u>127.59%</u>
Gross Profit	<u>39,932.57</u>	<u>31,296.75</u>	<u>8,635.82</u>	<u>127.59%</u>
Expense				
Alcohol Expense	194.51	600.00	(405.49)	32.42%
Bank Service Fees	322.60	271.24	51.36	118.94%
Building Alarm System	253.19	0.00	253.19	100.0%
Cable TV	199.43	199.43	0.00	100.0%
Cleaning Service	1,714.56	1,333.33	381.23	128.59%
Contract Labor	3,864.50	3,683.00	181.50	104.93%
Health Insurance	1,274.94	1,274.94	0.00	100.0%
Internet/IT	2,253.90	1,929.95	323.95	116.79%
Labor Expenses	21,676.82	21,770.33	(93.51)	99.57%
Laundry Expense	1,587.75	1,844.00	(256.25)	86.1%
Linen & Supplies	0.00	208.00	(208.00)	0.0%
Office Expense	671.21	609.00	62.21	110.22%
Pest Control Expense	76.30	76.30	0.00	100.0%
Repairs & Maintenance	10,702.78	4,636.00	6,066.78	230.86%
Supplies	1,932.86	1,744.44	188.42	110.8%
Telephone Expense	264.53	197.02	67.51	134.27%
Trash Pickup	774.92	598.15	176.77	129.55%
Utilities	5,601.54	6,854.38	(1,252.84)	81.72%
Website	69.95	69.95	0.00	100.0%
Total Expense	<u>53,436.29</u>	<u>47,899.46</u>	<u>5,536.83</u>	<u>111.56%</u>
Net Ordinary Income	<u>(13,503.72)</u>	<u>(16,602.71)</u>	<u>3,098.99</u>	<u>81.33%</u>
Net Income	<u>(13,503.72)</u>	<u>(16,602.71)</u>	<u>3,098.99</u>	<u>81.33%</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 July 2026

	<u>Jan - Jul 26</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Income				
Interest Income	19,110.56	10,500.00	8,610.56	182.01%
Revenue				
Rental Revenue	298,552.93	285,489.24	13,063.69	104.58%
Alcohol Sales	7,648.80	10,864.00	(3,215.20)	70.41%
Refunds/Returns	(238.15)	0.00	(238.15)	100.0%
Total Revenue	<u>305,963.58</u>	<u>296,353.24</u>	<u>9,610.34</u>	<u>103.24%</u>
Total Income	<u>325,074.14</u>	<u>306,853.24</u>	<u>18,220.90</u>	<u>105.94%</u>
Gross Profit	<u>325,074.14</u>	<u>306,853.24</u>	<u>18,220.90</u>	<u>105.94%</u>
Expense				
Advertising Expense	1,612.50	0.00	1,612.50	100.0%
Alcohol Expense	2,896.17	2,600.00	296.17	111.39%
Alcohol Permit Expense	3,500.00	3,576.00	(76.00)	97.88%
Bank Service Fees	3,754.42	3,877.05	(122.63)	96.84%
Building Alarm System	1,287.89	1,313.51	(25.62)	98.05%
Cable TV	1,396.01	1,396.01	0.00	100.0%
Cleaning Service	10,738.56	9,804.78	933.78	109.52%
Contract Labor	27,949.21	26,577.50	1,371.71	105.16%
Dues & Memberships	375.00	750.00	(375.00)	50.0%
Health Insurance	10,049.58	10,049.58	0.00	100.0%
Internet/IT	13,509.65	13,509.65	0.00	100.0%
Labor Expenses	119,295.77	116,234.41	3,061.36	102.63%
Laundry Expense	17,038.20	13,779.60	3,258.60	123.65%
Linen & Supplies	549.03	1,451.06	(902.03)	37.84%
Office Expense	3,765.75	3,954.00	(188.25)	95.24%
Pest Control Expense	862.49	939.19	(76.70)	91.83%
Repairs & Maintenance	38,632.59	31,816.00	6,816.59	121.43%
Supplies	8,836.32	9,005.97	(169.65)	98.12%
Telephone Expense	919.76	853.42	66.34	107.77%
Trash Pickup	4,984.96	3,741.76	1,243.20	133.23%
Utilities	39,214.65	43,323.59	(4,108.94)	90.52%
Website	529.60	489.65	39.95	108.16%
Total Expense	<u>311,698.11</u>	<u>299,042.73</u>	<u>12,655.38</u>	<u>104.23%</u>
Net Ordinary Income	<u>13,376.03</u>	<u>7,810.51</u>	<u>5,565.52</u>	<u>171.26%</u>
Other Income/Expense				
Other Expense				
Capital Expenditures				
Lighting Control System	<u>66,992.47</u>			
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>(53,616.44)</u>			
Transfer to BEC Savings	(70,000.00)			
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
July 2026

	<u>Jul 26</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Income				
Interest Income	212.61	1,000.00	(787.39)	21.26%
Revenue				
A&P Tax Revenue	10,000.00	10,000.00	0.00	100.0%
Total Revenue	10,000.00	10,000.00	0.00	100.0%
Total Income	10,212.61	11,000.00	(787.39)	92.84%
Gross Profit	10,212.61	11,000.00	(787.39)	92.84%
Net Ordinary Income	10,212.61	11,000.00	(787.39)	92.84%
Net Income	<u>10,212.61</u>	<u>11,000.00</u>	<u>(787.39)</u>	<u>92.84%</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 July 2026

	<u>Jan - Jul 26</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Income				
Interest Income	10,986.80	7,000.00	3,986.80	156.95%
Revenue				
A&P Tax Revenue	70,000.00	70,000.00	0.00	100.0%
Total Revenue	<u>70,000.00</u>	<u>70,000.00</u>	<u>0.00</u>	<u>100.0%</u>
Total Income	<u>80,986.80</u>	<u>77,000.00</u>	<u>3,986.80</u>	<u>105.18%</u>
Gross Profit	<u>80,986.80</u>	<u>77,000.00</u>	<u>3,986.80</u>	<u>105.18%</u>
Net Ordinary Income	<u>80,986.80</u>	<u>77,000.00</u>	<u>3,986.80</u>	<u>105.18%</u>
Other Income/Expense				
Other Expense				
Capital Expenditures				
RV Park Project	<u>800,000.00</u>			
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>(719,013.20)</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	\$ 3,419.99
Saline County Art League	\$ 7,270.00	\$ 7,270.00	\$ 1,329.30
Royal Players	\$ 19,100.00	\$ 10,000.00	\$ 8,216.62
Royal Players - 2nd request	\$ 6,512.00		
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	\$ 7,500.00	
Totals	\$ 53,382.00	\$ 37,770.00	\$ 13,965.91

Total Budgeted for 2026 Funding	\$ 50,000.00

Benton Event Center-Event Report

July 9, 2026 to August 12, 2026

October 1, 2013 to July 8, 2026

1,076,289

Date(s) # of Attendees

Masonic Youth Convention	7/9-7/12/2026	900
Tax Pro User's Conference	7/13/2026	50
AR Legislative Audit Conference	7/14-7/16/2026	560
AR Game Wardens Banquet	7/18/2026	600
Rental Concepts Manager's Meeting	7/20/2026	60
CHI/STVI Nursing Summit	7/20-21/2026	120
Benton Chamber Bingo	7/22-7/23/2026	1074
AR Retro Expo	7/24-7/25/2026	800
Duck Duck Goose Children Consignment	7/26-8/3/2026	8400
Bridging Hope Conference	8/6/2026	100
Junior Auxiliary Bingo Night	8/7/2026	650
Card World Auction	8/8/2026	50
Teletype Reunion	8/8/2026	200
Dillon College Send off	8/8/2026	100
Will Awareness Workshop	8/10/2026	50

Events: 15

TOTAL:

13,714

TOTAL:

1,090,003



City of Benton Advertising and Promotion Commission Marketing Report, August 12, 2026

- **"Stopped for Buc-ee's. Stay for Benton." Campaign:** Planning a targeted advertising campaign to coincide with the Buc-ee's grand opening. Advertising will run during opening day, week, and month, targeting visitors within a one-mile radius of Buc-ee's to encourage them to stay and explore Benton restaurants, attractions, downtown, etc.
- Developing a Downtown Benton-specific landing page for the Discover Benton website.
- Arkansas Tourism Website – Benton Representation

Heart of Arkansas Tourism Grant Funding Opportunities:

- **Small Town Christmas – Event Advertising Partnership:** Heart of Arkansas Tourism will fund the full advertising campaign, submit for the **two-thirds Arkansas Tourism matching** grant, and invoice the event for the remaining one-third of the campaign cost after advertising is complete. This project must be completed before May 15, 2027.
- **Arkansas Tourism Printed Guide (2027–2028):** Two-year publication opportunity, eligible for **50% matching** grant funding. Total Cost: \$3,525

Top Performing Posts in the Last 30 Days

Top content by views

[Boost content](#)[See all content](#)

The wait is over — Wright's Barbecue...

Mon Aug 3, 5:59pm

👁 143.7K ❤ 892
👍 147 ➦ 121



Wright's Barbecue is officially OPEN in...

Tue Aug 4, 1:07pm

👁 18.7K ❤ 283
👍 22 ➦ 19



Stopping at Buc-ee's? Stay for the adventur...

📍 Thu Aug 6, 9:00am

👁 15.4K ❤ 155
👍 9 ➦ 29



Are you planning to attend the Benton...

Mon Jul 27, 2:46pm

👁 14.6K ❤ 110
👍 6 ➦ 19



Stay in the know about what's...

Wed Jul 15, 6:00pm

👁 9.8K ❤ 29
👍 4 ➦ 6



We are recogni

Tue Jul 2

👁 9.3K
👍 7



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
June	2,974	+438	135,200	Restaurant Week Signs, Summer Fun in Benton, Food Truck Line-Up
July	3,437	+463	161,100	Royal Players Cinderella Flyer, Third Thursday Recap, Benton Events
August	3,928	+491	195,300	Stopping at Buc-ees Ad, Wright's BBQ Photos, Wright's BBQ Videos



CENTRAL /// BENTON

ADVENTURE MINUTES AWAY

Think you have to go far for a big adventure? Think again. Just 20 minutes south of Little Rock, Benton puts outdoor adventure, great food, historic charm and Arkansas' first and only Buc-ee's within easy reach. Paddle the Saline River, ride the Benton Bike Park, explore historic Downtown Benton and stay awhile. Your next adventure is closer than you think.

DAY ONE

Start your trip with a stop at Buc-ee's, Arkansas' first and only location. Grab some road-trip favorites, then head to Downtown Benton for lunch before spending the afternoon on the Saline River. Paddle, relax, fish and enjoy one of Central Arkansas' best natural escapes.

DAY TWO

Get outside at Benton Bike Park, where miles of trails, jump zones and a dual slalom course make for an unforgettable ride. When it's time to refuel, find your next favorite meal in the Benton Restaurant Guide at DiscoverBenton.com. Then, cool off at The River Center Aquatics Center, featuring a two-story water slide, kids' climbing zone, lap pool and more.

DAY THREE

Slow things down and discover the charm of historic Downtown Benton. Wander the square, explore locally owned shops, enjoy a delicious meal and take in the beautiful architecture. Then, catch a show at the historic Royal Theatre or spend the afternoon soaking up the welcoming atmosphere that makes Benton a destination worth discovering.





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 program is administered under the Arkansas advertising and promotion statutes, Ark. Code Ann. § 26-75-601 et seq. Consistent with those statutes, A&P funds awarded under this program may be used only for advertising, marketing and promotional expenses and may not be used for capital improvements, operating costs, prizes, salaries or other non-marketing purposes.

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 generally be considered for events that have previously received funding and thirty percent (30%) of the total funding budget will generally 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. These percentages are targets only and do not guarantee any level of funding to any applicant. All awards are discretionary and subject to the availability of funds.

Entities awarded funds must follow all A&P Commission guidelines and requirements to receive allocated dollars. Funding is awarded at the discretion of the A&P Commission based on the criteria set forth in these policies, the merits of each request and the availability of funds. Submitting a request does not guarantee an award.

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.

Effective January 1, 2027

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. Because two monthly readings are required before a vote, applicants should plan for a review period of approximately sixty (60) days from submission to final decision and should submit accordingly within the ninety (90) day window. (Example: a request submitted by the first Wednesday in March receives a first reading in March, a second reading and vote in April and must be for an event occurring no earlier than early June.)
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 defend, indemnify, and hold harmless the A&P Commission, the City of Benton, and their respective commissioners, officers, and employees from and against any and all claims, liabilities, losses, damages, and expenses (including reasonable attorneys' fees and defense costs) arising out of or relating to the organization, the event, or the program. The individual signing the funding request represents and warrants that he or she is authorized to bind the requesting organization. The A&P Commission may require the requesting organization to provide a certificate of insurance naming the A&P Commission and the City of Benton as additional insureds as a condition of funding.

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 be open to the public and may not exclude or discriminate against any person on the basis of race, color, religion, national origin, sex, age, or disability.

An applicant whose request is denied may request reconsideration by submitting a written request to the A&P Commission office within thirty (30) days of the denial. The Commission, in its discretion, may place the request on the agenda of a future meeting. All decisions of the Commission are final.

Adopted by the Benton A&P Commission on _____, 2026.



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 (Estimate as: projected attendance × estimated per-visitor spending × percent of attendees from outside Benton. Briefly state your assumptions: _____

Planned Activities: _____

Purpose of Event: _____

Proposed Use of Funds Generated by Event: _____

Background / Event History: _____

Target Audience: _____

Expected Visitor Draw (Radius / Mileage): _____

Prior Year Visitor Count (if applicable): _____

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

State specific marketing items and amounts for total funding request:

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

How does this request meet the criteria of uses of A&P funds? _____

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

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

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

Effective January 1, 2028: If previously funded, did the organization submit the required Post Funding Report and attend a Commission meeting following the prior event? _____

Is the event designed to cause hotel stays? _____ If yes, number of lodging rooms projected to be used for event: _____

Is the event designed to encourage attendees to visit restaurants/convenience stores/other food service businesses in the City of Benton? Please explain: _____

What other funding sources are being sought? _____

We, _____ (requesting organization) agree to release, defend, indemnify and hold harmless the Benton Advertising & Promotion Commission, the City of Benton, and their respective Commissioners, officers, and employees from and against any and all claims, liabilities, losses, damages, and expenses (including reasonable attorneys' fees and defense costs) arising out of or relating to the organization and/or the event or program for which funds are requested. The undersigned represents and warrants that he or she is authorized to sign on behalf of and bind the requesting organization.

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 (acknowledging the Commission's reservation of rights above)

We, _____ (requesting organization) have read and understand the Funding Policies. We further certify that the information provided in this application, including all attachments and projected figures, is true and accurate to the best of our knowledge.

Signed _____ Date _____
Requesting Organization

Adopted by the Benton A&P Commission on _____, 2026.



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: \$ _____

Amount projected in original application: \$ _____

Total Attendance: _____

Attendance projected in original application: _____

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: _____

Rooms projected in original application _____

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? _____

Did a representative of the organization attend a Commission meeting following the event, as required to remain eligible for future funding? _____ If yes, date of meeting: _____

Reminder: All invoices for A&P funded marketing expenses must be submitted to the A&P Commission within sixty (60) days of the event or program, or they will NOT be paid.

By signing below, the undersigned certifies that the information provided in the Post Funding Report, including all attachments and figures, is true and accurate to the best of his or her knowledge and that A&P funds were used solely for the marketing expenses described above.

Signed _____ Date _____
Requesting Organization

Adopted by the Benton A&P Commission on _____, 2026.