Benton Advertising & Promotion Commission
Agenda
October 21, 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 September 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

None

VII. Benton Event Center Report – Nikki Chumley

VIII. Marketing Report – Rachel Rivers

IX. Development of Exit 114 Property – Bill Eldridge

X. Old Business

XI. New Business

A. Saline County Special Project
B. Next Meeting Date – November 18

XII. Other Business

XIII. Adjournment

BENTON ADVERTISING & PROMOTION COMMISSION
Minutes
September 16, 2026

I. CALL TO ORDER

Chairman Bill Eldridge called the meeting of the Benton Advertising & Promotion Commission to order on September 16, 2026, at 3:31 pm at Benton City Hall in Council Chambers.

II. ROLL CALL

Commissioners in attendance were Bill Eldridge, Luke Moody, Steve Brown and Greg Shinn. Frank Baptist, Alison Burch and Elgin Hamner were 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, Steve Brown, 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 August 12, 2026 meeting. Greg Shinn 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 August 30, 2026:

	Statement Balance	Prev. Month's Balance
A&P Collections General	$23,035.13	$25,448.73
A&P Large Project Checking	$1,829,266.21	$649,306.16
A&P Small Project Checking	$683,553.52	$681,642.15
A&P General Operating Checking	$172,090.70	$176,139.02
Benton Focus Group/RV Park Checking	$95,342.75	$85,103.32
Benton Event Center Gen Operating Checking	$453,257.05	$458,500.71
Benton Event Center Savings	$557,611.62	$546,054.95
	$3,814,156.98	

Mandy Spicer reported collections received in the month of August 2026 were $183,332.94, which is a 4.2% decrease from August 2025. The collections received in August are for the month of July.

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

August 2026 Collections:	$183,332.94
August 2025 Collections:	$191,455.31
August 2024 Collections:	$177,608.38
August 2023 Collections:	$187,330.46
August 2022 Collections:	$170,989.88
August 2021 Collections:	$160,523.11
August 2020 Collections:	$134,831.92
August 2019 Collections:	$131,093.40

B. Delinquency Report

Mandy Spicer reported there are currently 14 delinquencies and 13 of them are food trucks.

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 August 31, 2026:

Bank OZK – Focus Group Project Checking	$95,342.75
Bank OZK – A&P Checking	$168,660.56
Bank OZK – Event Center Checking	$450,659.50
Bank OZK – Event Center Savings	$557,611.62
Total Checking/Savings	$1,272,274.43

There is a liability of $718.80 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 August 2026 total income of $18,455.92, total operating expenses of $17,428.46 resulting in a net gain of $1,027.46. For the year to date as of August 31, 2026 total income of $146,525.38, total operating expenses of $132,299.96 and other expenses of $14,820.04 resulting in a net loss of ($594.62).

Event Center profit and loss statements: for the month of August 2026 total income of $69,813.76, total operating expenses of $37,708.71 resulting in a net gain of $32,105.05. For the year to date as of August 31, 2026 total income of $394,887.90, total operating expenses of $349,406.82 and capital expenditures of $66,992.47 resulting in a net loss of ($21,511.39). $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 August 2026 total income of $10,239.43 and total operating expenses of $0 resulting in a net gain of $10,239.43. For the year to date as of August 31, 2026 total income of $91,226.23 and total operating expenses of $800,000.00 resulting in a net loss of ($708,773.77).

Mandy Spicer confirmed upon being asked by Bill Eldridge that the Benton Event Center is not receiving any A&P tax funds.

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

None.

VII. BENTON EVENT CENTER REPORT

Nikki Chumley reported about 14 events held in the building since the last meeting, including several repeat renters and events. September has been extremely busy so far. Nikki stated there has been a problem with one of the original air conditioner units. Since July, fire alarms have been activated several times. After multiple visits by technicians, the problem has been diagnosed as holes in the heat exchange duct and the blower fan being out on one of the HVAC units. Nikki coordinated getting three quotes to replace the HVAC unit: Trane for $13,255.93, Middleton Heat & Air for $18,532.36 and BR McGinty for $28,426.00. There is a current service contract with Trane for all nine HVAC units. Luke Moody made a motion for Trane to replace the HVAC unit. Greg Shinn seconded. Motion carried.

VIII. MARKETING REPORT

Rachel Rivers reported the targeted campaign "Stopped for Buc-ee's, Stay for Benton" did really well with over 20,000 views. She's working on posts featuring fall events and promotions. The Discover Benton Facebook page continues to grow with over 1.04 million views in August.

IX. DEVELOPMENT OF EXIT 114 PROPERTY

Bill Eldridge reported the Saline Regional Public Water Authority has offered to pay $68,125.92 for an easement to be placed through the soccer fields. Luke Moody made a motion authorizing Mayor Tom Farmer to sign the easement deed and other documents as appropriate and for the money received to be placed in the small project account. Steve Brown seconded. Motion carried.

Bill Eldridge also said Benton Matters is discussing a "Welcome to Benton" monument sign to be placed around the area of the heart hospital. Discussion included donating the funds from the easement for the sign. This was tabled for a future time.

X. OLD BUSINESS

None.

XI. NEW BUSINESS

A. Commissioner Term Expiration – Bill Eldridge explained that Greg Shinn's term expires October 10. An ad was run in the *Saline Courier* and on the city's website notifying the public about the opening. Two people submitted applicants but one of them didn't meet the restaurant/hospitality requirement. Greg Shinn would like to continue to serve on the A&P Commission.

Greg stated he has enjoyed serving on the commission and seeing the progress and direction of the City. He is thankful to be a small part of this by serving on A&P. Luke Moody made a motion to recommend Greg Shinn to the Benton City Council to continue to serve on the A&P Commission. Steve Brown seconded. Motion carried.

B. The next meeting of the A&P Commission will be October 21, 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
September 30, 2026

Account Name		Acct #	Statement Balance	Previous Month's Balance
Cash Accounts:				
A&P Collections General		***1584	31,893.09	23,035.13
				0.00
A&P Large Project Checking	remainder	***0318	1,408,939.62	1,829,266.21
A&P Small Project Checking	$10K per month	***0348	705,435.57	683,553.52
A&P General Op Checking	$18K per month	***3297	170,748.25	172,090.70
Benton Focus Group/ RV Park Checking	$10K per month	***2274	105,602.25	95,342.75
				0.00
Benton Event Center General Op Checking		***2640	453,616.19	453,257.05
Benton Event Center Savings		***9832	569,151.17	557,611.62
TOTAL OPERATING CASH & INVESTMENTS				3,445,386.14

BENTON ADVERTISING & PROMOTION
COLLECTIONS - FY2026 - NET

	Recd in Jan DEC	Recd in Feb JAN	Recd in Mar FEB	Recd in April MARCH	Recd in May APRIL	Recd in June MAY	Recd in July JUNE	Recd in Aug JULY	Recd in Sept AUGUST	Recd in Oct SEPT	Recd in Nov OCT	Recd in Dec NOV	TOTAL
RESTAURANTS:													
TOTAL RESTAURANTS	162,070.45	146,605.58	147,592.68	177,264.01	168,296.52	180,494.71	170,997.32	158,872.69	166,144.48	0.00	0.00	0.00	1,492,103.37
# of Businesses	86	87	85	86	89	87	88	86	88				
FOOD TRUCKS:													
TOTAL FOOD TRUCKS	725.07	283.08	452.47	728.63	609.26	837.41	1,437.94	1,175.71	954.69	0.00	0.00	0.00	7,427.25
# of Businesses	21	14	16	13	18	18	21	18	18				
MOTEL & HOTEL:													
TOTAL MOTEL & HOTEL	4,161.90	4,271.90	3,904.70	5,658.60	5,555.77	5,807.03	6,281.59	7,003.81	6,006.96	0.00	0.00	0.00	49,077.26
# of Businesses	9	9	9	10	11	11	11	11	10				
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	3,461.27	43,012.78	0.00	0.00	0.00	67,148.14
# of Businesses	19	19	20	20	21	19	20	21	21				
OTHER:													
TOTAL OTHER	9,207.49	6,990.82	7,214.72	8,612.60	8,546.24	8,417.26	8,944.69	8,531.01	8,547.78	0.00	0.00	0.00	75,180.47
# of Businesses	15	12	13	11	13	12	17	16	15				
GROCERY:													
TOTAL GROCERY	4,551.47	2,977.83	3,782.84	9,567.79	6,595.55	6,656.95	5,190.05	4,288.45	7,339.57	0.00	0.00	0.00	52,446.93
# of Businesses	6	5	6	6	8	8	8	6	7				
GRAND TOTALS	**183,525.28**	**163,797.33**	**165,657.09**	**205,062.60**	**192,831.77**	**205,162.69**	**195,821.52**	**183,332.94**	**232,006.26**	**0.00**	**0.00**	**0.00**	**1,743,383.42**
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	161,766.76	178,235.97	163,482.66	**2,033,497.77**
2022 Collections	154,095.92	129,638.16	127,930.49	158,659.20	156,810.34	168,019.16	154,468.26	170,989.88	155,200.96	158,573.06	154,044.55	148,725.26	**1,837,155.24**
2021 Collections	136,911.96	109,322.08	114,271.51	150,715.18	147,830.27	152,994.36	148,740.03	160,523.11	143,658.46	131,394.46	141,463.51	135,536.13	**1,673,361.06**
2020 Collections	127,256.22	117,613.40	111,444.38	105,889.39	97,678.07	123,024.71	115,292.01	134,831.92	126,876.64	119,983.38	129,755.98	109,901.21	**1,419,547.31**
2019 Collections	117,759.17	107,528.57	110,355.97	129,020.47	120,664.42	135,416.48	123,451.44	131,093.40	119,508.52	112,256.92	119,762.25	116,259.46	**1,443,077.07**
% increase from 2024 to 2025	0.9%	17.4%	-8.6%	1.3%	6.8%	5.0%	-6.1%	-4.2%	27.8%	-100.0%	-100.0%	-100.0%	

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 September 30, 2026

	Sep 30, 26
ASSETS	
Current Assets	
Checking/Savings	
Bank OZK - Focus Group Checking	105,602.25
Bank OZK - A&P Checking	162,284.24
Bank OZK -Event Center Checking	446,805.16
Bank OZK - Event Center Savings	569,151.17
Total Checking/Savings	1,283,842.82
Total Current Assets	1,283,842.82
TOTAL ASSETS	**1,283,842.82**
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Sales Tax Payable	1,263.61
Total Other Current Liabilities	1,263.61
Total Current Liabilities	1,263.61
Total Liabilities	1,263.61
Equity	
Retained Earnings	2,002,435.41
Net Income	(719,856.20)
Total Equity	1,282,579.21
TOTAL LIABILITIES & EQUITY	**1,283,842.82**

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
September 2026

	Sep 26	Budget	$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
Interest Income	434.48	300.00	134.48	144.83%
Revenue				
A&P Tax Revenue	18,000.00	17,000.00	1,000.00	105.88%
Total Revenue	18,000.00	17,000.00	1,000.00	105.88%
Total Income	18,434.48	17,300.00	1,134.48	106.56%
Gross Profit	18,434.48	17,300.00	1,134.48	106.56%
Expense				
Accounting Services	600.00	600.00	0.00	100.0%
Advertising Expense	2,734.82	657.50	2,077.32	415.94%
Comp. for Commissioners	750.00	750.00	0.00	100.0%
Funding	9,448.56	4,166.67	5,281.89	226.77%
Labor Expenses	3,419.09	3,406.32	12.77	100.38%
Legal Counsel	1,200.00	1,200.00	0.00	100.0%
Office Expense	0.00	200.00	(200.00)	0.0%
Service Agreement	6,658.33	6,658.33	0.00	100.0%
Total Expense	24,810.80	17,638.82	7,171.98	140.66%
Net Ordinary Income	(6,376.32)	(338.82)	(6,037.50)	1,881.92%
Net Income	**(6,376.32)**	**(338.82)**	**(6,037.50)**	**1,881.92%**

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 September 2026

	Jan - Sep 26	Budget	$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
Interest Income	3,959.86	2,700.00	1,259.86	146.66%
Revenue				
A&P Tax Revenue	161,000.00	153,000.00	8,000.00	105.23%
Total Revenue	161,000.00	153,000.00	8,000.00	105.23%
Total Income	164,959.86	155,700.00	9,259.86	105.95%
Gross Profit	164,959.86	155,700.00	9,259.86	105.95%
Expense				
Accounting Services	5,695.00	5,675.00	20.00	100.35%
Advertising Expense	13,992.90	4,075.00	9,917.90	343.38%
Bank Service Fees	35.00	0.00	35.00	100.0%
Comp. for Commissioners	5,850.00	6,750.00	(900.00)	86.67%
Funding	25,614.61	37,500.00	(11,885.39)	68.31%
Labor Expenses	30,813.80	34,110.45	(3,296.65)	90.34%
Legal Counsel	10,800.00	10,800.00	0.00	100.0%
Office Expense	0.00	200.00	(200.00)	0.0%
Postage	296.98	296.98	0.00	100.0%
Repairs & Maintenance	4,087.50	3,270.00	817.50	125.0%
Service Agreement	59,924.97	59,924.97	0.00	100.0%
Total Expense	157,110.76	162,602.40	(5,491.64)	96.62%
Net Ordinary Income	7,849.10	**(6,902.40)**	**14,751.50**	**(113.72%)**
Other Income/Expense				
Other Expense				
Prior Year Unused Funding	14,820.04			
Total Other Expense	14,820.04			
Net Other Income	(14,820.04)			
Net Income	**(6,970.94)**			

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
September 2026

	Sep 26	Budget	$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
Interest Income	2,756.39	1,500.00	1,256.39	183.76%
Revenue				
Rental Revenue	58,736.49	44,061.59	14,674.90	133.31%
Alcohol Sales	2,379.21	1,552.00	827.21	153.3%
Total Revenue	61,115.70	45,613.59	15,502.11	133.99%
Total Income	63,872.09	47,113.59	16,758.50	135.57%
Gross Profit	63,872.09	47,113.59	16,758.50	135.57%
Expense				
Advertising Expense	2,000.00	0.00	2,000.00	100.0%
Alcohol Expense	367.39	750.00	(382.61)	48.99%
Bank Service Fees	756.02	753.46	2.56	100.34%
Building Alarm System	3,304.35	607.31	2,697.04	544.1%
Cable TV	213.34	199.43	13.91	106.98%
Cleaning Service	1,564.16	1,333.33	230.83	117.31%
Contract Labor	3,599.60	3,683.00	(83.40)	97.74%
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	14,539.54	14,513.55	25.99	100.18%
Laundry Expense	1,314.00	1,844.00	(530.00)	71.26%
Linen & Supplies	121.93	208.00	(86.07)	58.62%
Office Expense	581.67	609.00	(27.33)	95.51%
Pest Control Expense	76.30	76.30	0.00	100.0%
Postage	77.75	0.00	77.75	100.0%
Repairs & Maintenance	15,294.44	4,636.00	10,658.44	329.91%
Supplies	1,530.43	3,012.40	(1,481.97)	50.8%
Telephone Expense	29.19	28.00	1.19	104.25%
Trash Pickup	1,022.18	598.15	424.03	170.89%
Utilities	6,839.56	7,561.82	(722.26)	90.45%
Website	69.95	69.95	0.00	100.0%
Total Expense	56,731.69	43,913.59	12,818.10	129.19%
Net Ordinary Income	7,140.40	3,200.00	3,940.40	223.14%
Net Income	**7,140.40**	**3,200.00**	**3,940.40**	**223.14%**

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 September 2026

	Jan - Sep 26	Budget	$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
Interest Income	24,629.23	13,500.00	11,129.23	182.44%
Revenue				
Rental Revenue	422,966.69	372,958.34	50,008.35	113.41%
Alcohol Sales	11,402.22	13,968.00	(2,565.78)	81.63%
Refunds/Returns	(238.15)	0.00	(238.15)	100.0%
Total Revenue	434,130.76	386,926.34	47,204.42	112.2%
Total Income	458,759.99	400,426.34	58,333.65	114.57%
Gross Profit	458,759.99	400,426.34	58,333.65	114.57%
Expense				
Advertising Expense	3,612.50	2,000.00	1,612.50	180.63%
Alcohol Expense	3,354.46	3,350.00	4.46	100.13%
Alcohol Permit Expense	3,500.00	3,576.00	(76.00)	97.88%
Bank Service Fees	5,125.82	5,069.28	56.54	101.12%
Building Alarm System	5,139.63	2,216.04	2,923.59	231.93%
Cable TV	1,822.69	1,794.87	27.82	101.55%
Cleaning Service	13,776.64	12,471.44	1,305.20	110.47%
Contract Labor	34,735.01	33,943.50	791.51	102.33%
Dues & Memberships	375.00	750.00	(375.00)	50.0%
Health Insurance	13,049.46	13,049.46	0.00	100.0%
Internet/IT	17,369.55	17,369.55	0.00	100.0%
Labor Expenses	148,286.52	145,261.51	3,025.01	102.08%
Laundry Expense	19,491.00	17,467.60	2,023.40	111.58%
Linen & Supplies	670.96	1,867.06	(1,196.10)	35.94%
Office Expense	4,826.65	5,172.00	(345.35)	93.32%
Pest Control Expense	1,015.09	1,091.79	(76.70)	92.98%
Postage	77.75	0.00	77.75	100.0%
Repairs & Maintenance	55,967.76	41,088.00	14,879.76	136.21%
Supplies	11,373.51	12,138.63	(765.12)	93.7%
Telephone Expense	1,056.63	987.78	68.85	106.97%
Trash Pickup	7,556.98	5,746.32	1,810.66	131.51%
Utilities	53,285.40	57,977.93	(4,692.53)	91.91%
Website	669.50	629.55	39.95	106.35%
Total Expense	406,138.51	385,018.31	21,120.20	105.49%
Net Ordinary Income	52,621.48	**15,408.03**	**37,213.45**	**341.52%**
Other Income/Expense				
Other Expense				
Capital Expenditures				
Lighting Control System	66,992.47			
Total Capital Expenditures	66,992.47			
Total Other Expense	66,992.47			
Net Other Income	(66,992.47)			
Net Income	(14,370.99)			
Transfer to BEC Savings	(90,000.00)			
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
September 2026

	Sep 26	Budget	$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
Interest Income	259.50	1,000.00	(740.50)	25.95%
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	10,259.50	11,000.00	(740.50)	93.27%
Gross Profit	10,259.50	11,000.00	(740.50)	93.27%
Net Ordinary Income	10,259.50	11,000.00	(740.50)	93.27%
Net Income	**10,259.50**	**11,000.00**	**(740.50)**	**93.27%**

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 September 2026

	Jan - Sep 26	Budget	$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
Interest Income	11,485.73	9,000.00	2,485.73	127.62%
Revenue				
A&P Tax Revenue	90,000.00	90,000.00	0.00	100.0%
Total Revenue	90,000.00	90,000.00	0.00	100.0%
Total Income	101,485.73	99,000.00	2,485.73	102.51%
Gross Profit	101,485.73	99,000.00	2,485.73	102.51%
Net Ordinary Income	101,485.73	**99,000.00**	**2,485.73**	**102.51%**
Other Income/Expense				
Other Expense				
Capital Expenditures				
RV Park Project	800,000.00			
Total Capital Expenditures	800,000.00			
Total Other Expense	800,000.00			
Net Other Income	(800,000.00)			
Net Income	**(698,514.27)**			

NO ASSURANCE IS PROVIDED ON THESE STATEMENTS.

Benton Event Center-Event Report

September 10, 2026 to October 20, 2026

October 1, 2013 to September 9, 2026 **1,093,299**

	Date(s)	# of Attendees
AR Dept of Education- ACC Conference	9/8-10/2026	380
AR County Clerks Fall Meeting	9/9-10/2026	240
Dyer Retirement/Birthday Party	9/12/2026	72
McClellan HS Reunion	9/12/2026	120
AR Pest Management Conference	9/14-16/2026	320
RetirePath Class	9/17/2026	40
ABA Ladies' Retreat	9/18-19/2026	1675
AR Coroner's Conference	9/21-23/2026	246
Saline County Ducks Unlimited Banquet	9/24/2026	326
Gypsy Soul Fair	9/25-27/2026	335
National Beta Club Convention	9/28-29/2026	837
State of AR IRC Conference	9/30/2026	304
CHI/STVI Service Awards	10/1/2026	267
Saline County Gun & Knife Show	10/2-10/4/2026	2800
River Valley Vendor Appreciation	10/6/2026	410
AAGEA Conference	10/7-8/2026	150
Briggs/Seals Wedding & Reception	10/9-10/2026	200
Will Awareness Workshop	10/12/2026	50
Second Chance Ranch Banquet	10/13/2026	820
Hospice/Pallative Care Fall Conference	10/14-10/16/2026	220
SportsCard & Memorabillia Show	10/17/2026	300

Events: 21 TOTAL: **8,722**

TOTAL: 1,102,021

BENTON
COME SEE WHAT'S NEXT
BENTON A&P COMMISSION

City of Benton Advertising and Promotion Commission
Marketing Report, October 21, 2026

- Weekly Restaurant Spotlight Videos – Chepe's Mexican Grill, Wood Grill Buffet
- Old Fashioned Day – Booth, Photos and Video Content
- Small Town Christmas in Benton, Approved for AR Tourism – Influencer Partner Videos/ Targeting Specific Cities

AWARDED: 2/3 Event Advertising Funding

Event	County	Ideal Start	Meets Criteria	2025-26	2026-27 Rec	State 2/3	Event 1/3	Action
Toad Suck	Faulkner	1-Apr-27	YES	$5,000.00	$ 7,500.00	$5,000.00	$2,500.00	Approved
Small Town Christmas	Saline	11/1/2026	YES	NEW	$ 3,000.00	$1,666.67	$833.33	Approved
Pecan Festival	Lonoke	15-Oct-26	YES	$2,500.00	$ 3,000.00	$2,000.00	$1,000.00	Approved
Pulaski County Fair	Pulaski	4/21/2027	YES	$5,000.00	$ 7,500.00	$3,333.33	$1,666.67	Increased and Approved
Busch Soft	Pulaski	7/2/2027	YES		$ 7,500.00			Approved
Big Dam Bridge 100	Pulaski	16-Jul-26	YES	$7,500.00	$ 7,500.00	$5,000.00	$2,500.00	Approved via email. Accepted. Advertising Paid. Waiting to invoice.
Filmland	Pulaski	25-Jul-26	YES	$14,050.00	$ 7,500.00	$5,000.00	$2,500.00	Approved via email. Pending client
				Amount Budgeted	$ 42,500.00			
				Amount Approved	$ 43,500.00	$22,000.00		

Top Content in October

Top content by views Boost content See all content



200+ FOOD OPTIONS. ONE BIG...
Thu Oct 8, 4:09pm
114.9K 923
103 197



The City of Benton Advertising &...
Mon Oct 5, 1:50pm
41.7K 115
12 48



Old Fashioned Day is tomorrow in...
Fri Oct 9, 8:39am
22.9K 84
17 45



There's something special about a day...
Mon Oct 12, 12:05pm
15.7K 93
14 10



Come with us to lunch at Chepe's Mexican...
Wed Sep 30, 3:44pm
12.6K 61
4 11



The Roya House is
Tue Oct 13,
9.0K
18

BENTON
COME SEE WHAT'S NEXT
BENTON ADP COMMISSION

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
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	5,187	+1,750	1.04M	Wright's BBQ, Buc-ee's Soft Opening, Buc-ee's Opening Day
September	5,653	+466	347,400	Buc-ee's Breakfast Picks, Your Guide to Fall Events in Benton, September Events, Old Fashioned Day
October	6,238	+585	286,200	Wood Grill Buffet, Old Fashioned Day, Royal Theatre Haunted House

Saline County Courthouse

Permanent Architectural Lighting Project

Funding Proposal to the City of Benton Advertising & Promotion Commission

Submitted by Saline County Government | Historic Downtown Benton, Arkansas

Project Funding Overview

Total Architectural Lighting Project Cost	**$244,650.00**
Funds Raised Through Fundraising Efforts	$50,000.00
Funding Requested from Benton A&P Commission	$145,000.00

Project Overview

Saline County Government respectfully requests financial assistance from the City of Benton Advertising & Promotion Commission toward the permanent architectural lighting project at the historic Saline County Courthouse.

Located in the heart of Downtown Benton, the courthouse is one of the community's most recognizable historic landmarks. The courthouse and surrounding lawn serve as a gathering place for festivals, holiday celebrations, patriotic observances, and community events that bring residents and visitors downtown.

The proposed $244,650.00 project features programmable LED lighting designed to complement and highlight the building's historic architectural features. Unlike temporary seasonal lighting, the system will provide year-round opportunities for illumination and flexible colors and displays for holidays, community celebrations, special events, and awareness campaigns.

Complementing Existing Lighting in Historic Downtown Benton

Permanent architectural lighting is already installed on buildings in the Historic Downtown Benton business district. Lighting the courthouse would complement those existing displays and help create a more unified, coordinated nighttime appearance across the downtown area.

As a prominent focal point of the historic square, the illuminated courthouse would visually connect with the surrounding storefronts and buildings, reinforcing the district's character while building upon improvements already made by downtown property and business owners. The project would not replace those existing investments; it would extend their impact to a landmark at the center of downtown.

The combined effect could make Downtown Benton more recognizable and inviting after dark, provide an attractive setting for evening activities and photographs, and encourage visitors to spend

time exploring nearby restaurants, shops, and events. Coordinated colors for holidays and special occasions could further strengthen a shared downtown identity.

Tourism, Events & Economic Development Benefits

Downtown visual appeal

Professionally designed lighting will highlight the courthouse's historic features and contribute to an inviting nighttime atmosphere that complements surrounding downtown buildings.

Visitor experience and business activity

A well-lit courthouse can serve as a recognizable backdrop for photography, social media, and evening visits, supporting the visibility of downtown businesses and events. These are anticipated benefits rather than guaranteed attendance or spending outcomes.

Year-round promotional opportunities

Programmable lighting could be coordinated with community celebrations and seasonal promotions, providing new opportunities to feature Downtown Benton in event marketing and visitor communications.

Saline County's Historic Preservation Investment (2024–2026)

Phase I — 2024 | $215,848.71

- Historic courthouse and annex roof replacement; historic courthouse gutter replacement
- Brick softwash, window cleaning, trim repair and paint
- Grant funding: $215,848.71 | County match: $0.00

Phase II — 2025 | $293,285.00

- Historic courthouse mortar and expansion joint replacement
- Window sealant and stone joint replacement; brick water-repellent treatment
- Grant funding: $137,000.00 | County match: $156,285.00

Phase III — 2026 | $145,000.00

- Courthouse annex gutter replacement and expansion joint repair
- Window sealant and gasket replacement; brick water-repellent treatment
- Grant funding: $130,500.00 | County match: $14,500.00

Preservation Investment Summary

Total Preservation & Restoration Investment	**$654,133.71**
Grant-Funded Portion (74%)	$483,348.71
County-Funded Portion (26%)	$170,785.00

Additional Electrical Infrastructure Improvements — Fall 2025

Saline County completed an $84,500 project to replace electrical boxes with code-compliant equipment and install an electrical distribution panel in the courthouse flowerbed and a timer for Christmas lighting.

These improvements were designed not only to modernize the courthouse's electrical infrastructure but also to make the historic courthouse and surrounding lawn more accommodating for community events, holiday celebrations, and public gatherings. By expanding access to reliable electrical infrastructure, Saline County has enhanced the courthouse grounds' ability to serve as a central gathering place for residents and visitors throughout the year.

Combined preservation, restoration, and electrical investment: $738,633.71.

These investments demonstrate Saline County's sustained commitment to preserving the historic courthouse while enhancing its functionality, supporting community engagement, and contributing to the continued vitality of Historic Downtown Benton.

Ongoing Courthouse Grounds Maintenance & Beautification

Over the years, Saline County has invested well over $100,000.00 in the ongoing maintenance, upkeep, and beautification of the historic courthouse grounds. These investments include tree trimming, landscaping and flowerbed maintenance, mulching, sidewalk leveling and cleaning, lawn treatments, and the installation of new sod in various areas.

As the courthouse and surrounding lawn continue to serve as a central gathering place for festivals, holiday celebrations, and community events, regular maintenance and improvements are essential to preserving the property's appearance, safety, and accessibility.

These ongoing investments reflect Saline County's commitment to ensuring that the courthouse grounds remain an attractive, welcoming, and well-maintained public space for residents and visitors while enhancing the overall appeal of Historic Downtown Benton.

Combined with more than $738,000.00 in historic preservation, restoration, and electrical infrastructure improvements, these ongoing maintenance expenditures bring Saline County's documented and estimated investments in the courthouse and surrounding grounds to well over $838,000.00.

Events on the Courthouse Lawn

- Christmas on the Square
- Old Fashioned Day
- Third Thursday
- Ghost Town
- Veterans and patriotic observances, including Vietnam Veterans Day, Memorial Day, and Veterans Day
- Other Community Events

The permanent lighting system could provide a complementary backdrop for these established events and additional flexibility for event-specific displays.

Potential Year-Round Lighting Displays

Christmas	**Solid white or red, white and green**
Salt Bowl winner	Blue or maroon

Veterans Day / Greenlight a Vet	Green
Independence Day	Red, white and blue
Breast Cancer Awareness Month	Pink
Easter	Pink, green and yellow
Abuse Awareness Campaigns	Purple
Other community celebrations	Event-specific colors

Long-Term Value and Funding Request

The permanent lighting project is a long-term investment in Downtown Benton's appearance, historic identity, and visitor experience. By complementing lighting already installed throughout the downtown business district, it can create a more cohesive setting for events, evening visits, and promotional activity.

Saline County Government respectfully requests **$145,000.00** from the City of Benton Advertising & Promotion Commission toward the total $244,650.00 project. This support would complement fundraising efforts and the County's existing preservation and infrastructure investments.

We appreciate the Commission's consideration and its commitment to promoting Benton as a destination for visitors, businesses, and community celebrations.

Attachment A — Architectural Lighting Photographs













