

Benton Advertising & Promotion Commission

Agenda

September 16, 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 August 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

- Saline Regional Public Water Authority Easement

X. Old Business

XI. New Business

- A. Commissioner Term Expiration
- B. Next Meeting Date – October 21

XII. Other Business

XIII. Adjournment

BENTON ADVERTISING & PROMOTION COMMISSION

Minutes

August 12, 2026

I. CALL TO ORDER

Chairman Bill Eldridge called the meeting of the Benton Advertising & Promotion Commission to order on August 12, 2026, at 3:31 pm at Benton City Hall in Council Chambers.

II. ROLL CALL

Commissioners in attendance were Bill Eldridge, Frank Baptist, Alison Burch, Elgin Hamner, Luke Moody and Greg Shinn. Steve Brown 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, Alison Burch, Elgin Hamner, Luke Moody and Greg Shinn responded that he/she is in compliance with the statement.

IV. MINUTES

Luke Moody made a motion to approve the minutes of the July 8, 2026 meeting. Elgin Hamner seconded. Motion carried.

V. FINANCIAL REPORTS

A. Bank Balances and Collections Report

Mandy Spicer presented the bank accounts with the following statement balances as of July 31, 2026:

	Statement Balance	Prev. Month's Balance
A&P Collections General	\$25,448.73	\$23,695.94
A&P Large Project Checking	\$649,306.16	\$505,317.74
A&P Small Project Checking	\$681,642.15	\$669,762.27
A&P General Operating Checking	\$176,139.02	\$171,844.24
Benton Focus Group/RV Park Checking	\$85,103.32	\$74,890.71
Benton Event Center Gen Operating Checking	\$458,500.71	\$456,500.99
Benton Event Center Savings	<u>\$546,054.95</u>	\$534,528.78
	\$2,622,195.04	

Mandy Spicer reported collections received in the month of July 2026 were \$195,821.52, which is a 6.1% decrease from July 2025. The collections received in July are for the month of June.

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

July 2026 Collections:	\$195,821.52
July 2025 Collections:	\$208,516.12
July 2024 Collections:	\$190,468.90
July 2023 Collections:	\$164,103.87
July 2022 Collections:	\$154,468.26
July 2021 Collections:	\$148,740.03
July 2020 Collections:	\$115,292.01
July 2019 Collections:	\$123,451.44

B. Delinquency Report

Mandy Spicer reported there are 18 businesses on the current delinquent report. Several have paid since the report was published.

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 July 31, 2026:

Bank OZK – Focus Group Project 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	<u>\$546,054.95</u>
Total Checking/Savings	\$1,228,914.31

There is a liability of \$730.62 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 July 2026 total income of \$18,461.67, total operating expenses of \$21,758.63 resulting in a net loss of (\$3,296.96). For the year to date as of July 31, 2026 total income of \$128,069.46, total operating expenses of \$114,871.50 and other expenses of \$14,820.04 resulting in a net loss of (\$1,622.08).

Event Center profit and loss statements: for the month of July total income of \$39,932.57, total operating expenses of \$53,436.29 resulting in a net loss of (\$13,503.72). For the year to date as of July 31, 2026 total income of \$325,074.14, total operating expenses of \$311,698.11 and capital expenditures of \$66,992.47 resulting in a net loss of (\$53,616.44). \$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 July 2026 total income of \$10,212.61 and total operating expenses of \$0 resulting in a net gain of \$10,212.61. For the year to date as of July 31, 2026 total income of \$80,986.80 and total operating expenses of \$800,000.00 resulting in a net loss of (\$719,013.20).

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

VI. FUNDING REQUEST

Royal Players – 2nd reading and vote on request for \$6,512.00 for events from September to December 2026. Amy McCormick confirmed no other new funding requests have been received as of this date. Luke Moody made a motion to approve funding up to \$6,512 for the Royal Players. Alison Burch seconded. Motion carried.

VII. BENTON EVENT CENTER REPORT

Nikki Chumley reported about 15 events held in the building since the last meeting, including a convention, children's consignment sale, two bingo events, and an expo. Several of the events are also looking to re-book in 2027. Total attendance from the day the building opened is 1,090,003. Nikki updated the commissioners on meetings held with Gary James, Baxter Drennon and Bill Eldridge regarding designated space in the Benton Event Center parking lot for protestors or people canvassing for signatures. She showed a diagram that identified a specific parking space that will be designated for this. This spot will not be intrusive. There have only been four instances of protestors or people canvassing for signatures since October 2013.

Nikki Chumley recognized Lt. Dustin Hamm with the Benton Police Department to give an update about the department's new drone project. Lt. Hamm provided the following information: there are currently drones installed on the roofs of the Benton Event Center, the Benton Police Department and substation #5, the drones will be used in emergency situations only resulting from calls for service such as a missing child or adult, shoplifting or an overdose, the drones will be able to provide real time information to officers and dispatchers and will be operated by certified users. The drone on top of the Benton Event Center is connected to the building's electricity and it's estimated to add approximately \$15 per month to the bill. The police department will issue a press release soon and will host a demonstration for the public.

VIII. MARKETING REPORT

Rachel Rivers reported she's working on a targeted advertising campaign next week involving the opening of Buc-ees. Her posts for last week's opening of Wright's BBQ had a great reach on social media with over 160,000 views. She's working on an ad for *Arkansas Travel Guide* magazine that will cost \$3,525 but would qualify for 50% funding

from Heart of Arkansas. 400,000 copies of the magazine are published every two years. She has submitted a request for event advertising funds for Small Town Christmas.

IX. DEVELOPMENT OF EXIT 114 PROPERTY

Mayor Tom Farmer stated it's a very exciting time for the city with next week's opening of Buc-ees. There are a lot of dignitaries attending the event and there will be a lot of security. The city is still waiting on the permit for the RV and soccer complex project.

X. OLD BUSINESS

Bill Eldridge directed the commissioners to the funding policy, application and post-funding report in their packets that have been reviewed by the city attorney. The new policies and documents would be effective January 1, 2027. Luke Moody made a motion to approve the new funding policy, application and post-funding report. Elgin Hamner seconded. Motion carried.

XI. NEW BUSINESS

The next meeting of the A&P Commission will be September 9, 2026.

XII. OTHER BUSINESS

Bill Eldridge stated the current delinquency policy includes verbiage that the name of delinquent businesses will be published in *The Saline Courier* and on social media.

XIII. ADJOURNMENT

Luke Moody made a motion to adjourn the meeting. Greg Shinn seconded. Motion carried. The meeting was adjourned at 4:12 pm.



Bill Eldridge, Chairman



Amy McCormick, Recording Secretary

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

Account Name	Acct #	Statement Balance	Previous Month's Balance
Cash Accounts:			
A&P Collections General	***1584	23,035.13	25,448.73
			0.00
A&P Large Project Checking	remainder ***0318	1,829,266.21	649,306.16
A&P Small Project Checking	\$10K per month ***0348	683,553.52	681,642.15
A&P General Op Checking	\$18K per month ***3297	172,090.70	176,139.02
Benton Focus Group/ RV Park Checking	\$10K per month ***2274	95,342.75	85,103.32
			0.00
Benton Event Center General Op Checking	***2640	453,257.05	458,500.71
Benton Event Center Savings	***9832	557,611.62	546,054.95
TOTAL OPERATING CASH & INVESTMENTS			<u>3,814,156.98</u>

BENTON ADVERTISING & PROMOTION
COLLECTIONS - FY2026 - NET

	DEC	JAN	FEB	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPT	OCT	NOV	TOTAL
RESTAURANTS:													
TOTAL RESTAURANTS	162,070.45	146,605.58	147,592.68	177,264.01	169,296.52	180,494.71	170,997.32	158,872.69	0.00	0.00	0.00	0.00	1,319,793.81
# of Businesses	86	87	85	86	89	87	88	86					
FOOD TRUCKS:													
TOTAL FOOD TRUCKS	725.07	283.08	452.47	728.63	609.26	837.41	1,437.94	1,175.71	0.00	0.00	0.00	0.00	6,457.37
# of Businesses	21	14	16	13	18	18	21	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	0.00	0.00	0.00	0.00	42,645.30
# of Businesses	9	9	9	10	11	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	3,461.27	0.00	0.00	0.00	0.00	24,026.63
# of Businesses	19	19	20	20	21	19	20	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	0.00	0.00	0.00	0.00	66,471.19
# of Businesses	15	12	13	11	13	12	17	16					
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	0.00	0.00	0.00	0.00	43,610.93
# of Businesses	6	5	6	6	8	8	8	6					
GRAND TOTALS	183,525.28	163,797.33	165,657.09	205,082.60	192,831.77	205,162.69	195,821.52	183,332.94	0.00	0.00	0.00	0.00	1,503,005.23
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%	-100.0%	-100.0%	-100.0%	-100.0%	

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 August 31, 2026

	<u>Aug 31, 26</u>
ASSETS	
Current Assets	
Checking/Savings	
Bank OZK - Focus Group 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	<u>1,272,274.43</u>
Total Current Assets	<u>1,272,274.43</u>
TOTAL ASSETS	<u><u>1,272,274.43</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Sales Tax Payable	718.80
Total Other Current Liabilities	<u>718.80</u>
Total Current Liabilities	<u>718.80</u>
Total Liabilities	718.80
Equity	
Retained Earnings	2,002,435.41
Net Income	(730,879.78)
Total Equity	<u>1,271,555.63</u>
TOTAL LIABILITIES & EQUITY	<u><u>1,272,274.43</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
August 2026

	<u>Aug 26</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Income				
Interest Income	455.92	300.00	155.92	151.97%
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>18,455.92</u>	<u>17,300.00</u>	<u>1,155.92</u>	<u>106.68%</u>
Gross Profit	18,455.92	17,300.00	1,155.92	106.68%
Expense				
Accounting Services	600.00	600.00	0.00	100.0%
Advertising Expense	1,721.60	2,800.00	(1,078.40)	61.49%
Comp. for Commissioners	600.00	750.00	(150.00)	80.0%
Funding	3,229.44	4,166.67	(937.23)	77.51%
Labor Expenses	3,419.09	3,406.32	12.77	100.38%
Legal Counsel	1,200.00	1,200.00	0.00	100.0%
Service Agreement	6,658.33	6,658.33	0.00	100.0%
Total Expense	<u>17,428.46</u>	<u>19,581.32</u>	<u>(2,152.86)</u>	<u>89.01%</u>
Net Ordinary Income	<u>1,027.46</u>	<u>(2,281.32)</u>	<u>3,308.78</u>	<u>(45.04%)</u>
Net Income	<u>1,027.46</u>	<u>(2,281.32)</u>	<u>3,308.78</u>	<u>(45.04%)</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 August 2026

	<u>Jan - Aug 26</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Income				
Interest Income	3,525.38	2,400.00	1,125.38	146.89%
Revenue				
A&P Tax Revenue	143,000.00	136,000.00	7,000.00	105.15%
Total Revenue	<u>143,000.00</u>	<u>136,000.00</u>	<u>7,000.00</u>	<u>105.15%</u>
Total Income	<u>146,525.38</u>	<u>138,400.00</u>	<u>8,125.38</u>	<u>105.87%</u>
Gross Profit	<u>146,525.38</u>	<u>138,400.00</u>	<u>8,125.38</u>	<u>105.87%</u>
Expense				
Accounting Services	5,095.00	5,075.00	20.00	100.39%
Advertising Expense	11,258.08	3,417.50	7,840.58	329.42%
Bank Service Fees	35.00			
Comp. for Commissioners	5,100.00	6,000.00	(900.00)	85.0%
Funding	16,166.05	33,333.33	(17,167.28)	48.5%
Labor Expenses	27,394.71	30,704.13	(3,309.42)	89.22%
Legal Counsel	9,600.00	9,600.00	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	53,266.64	53,266.64	0.00	100.0%
Total Expense	<u>132,299.96</u>	<u>144,963.58</u>	<u>(12,663.62)</u>	<u>91.26%</u>
Net Ordinary Income	<u>14,225.42</u>	<u>(6,563.58)</u>	<u>20,789.00</u>	<u>(216.73%)</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>(594.62)</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
August 2026

	<u>Aug 26</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Income				
Interest Income	2,762.28	1,500.00	1,262.28	184.15%
Revenue				
Rental Revenue	65,677.27	43,407.51	22,269.76	151.3%
Alcohol Sales	1,374.21	1,552.00	(177.79)	88.54%
Total Revenue	<u>67,051.48</u>	<u>44,959.51</u>	<u>22,091.97</u>	<u>149.14%</u>
Total Income	<u>69,813.76</u>	<u>46,459.51</u>	<u>23,354.25</u>	<u>150.27%</u>
Gross Profit	69,813.76	46,459.51	23,354.25	150.27%
Expense				
Advertising Expense	0.00	2,000.00	(2,000.00)	0.0%
Alcohol Expense	90.90	0.00	90.90	100.0%
Bank Service Fees	615.38	438.77	176.61	140.25%
Building Alarm System	547.39	295.22	252.17	185.42%
Cable TV	213.34	199.43	13.91	106.98%
Cleaning Service	1,473.92	1,333.33	140.59	110.54%
Contract Labor	3,186.20	3,683.00	(496.80)	86.51%
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	14,451.21	14,513.55	(62.34)	99.57%
Laundry Expense	1,138.80	1,844.00	(705.20)	61.76%
Linen & Supplies	0.00	208.00	(208.00)	0.0%
Office Expense	479.23	609.00	(129.77)	78.69%
Pest Control Expense	76.30	76.30	0.00	100.0%
Repairs & Maintenance	2,040.73	4,636.00	(2,595.27)	44.02%
Supplies	1,006.76	120.26	886.50	837.15%
Telephone Expense	107.68	106.36	1.32	101.24%
Trash Pickup	1,549.84	1,406.41	143.43	110.2%
Utilities	7,231.19	7,092.52	138.67	101.96%
Website	69.95	69.95	0.00	100.0%
Total Expense	<u>37,708.71</u>	<u>42,061.99</u>	<u>(4,353.28)</u>	<u>89.65%</u>
Net Ordinary Income	<u>32,105.05</u>	<u>4,397.52</u>	<u>27,707.53</u>	<u>730.07%</u>
Net Income	<u>32,105.05</u>	<u>4,397.52</u>	<u>27,707.53</u>	<u>730.07%</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 August 2026

	<u>Jan - Aug 26</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Income				
Interest Income	21,872.84	12,000.00	9,872.84	182.27%
Revenue				
Rental Revenue	364,230.20	328,896.75	35,333.45	110.74%
Alcohol Sales	9,023.01	12,416.00	(3,392.99)	72.67%
Refunds/Returns	(238.15)			
Total Revenue	<u>373,015.06</u>	<u>341,312.75</u>	<u>31,702.31</u>	<u>109.29%</u>
Total Income	<u>394,887.90</u>	<u>353,312.75</u>	<u>41,575.15</u>	<u>111.77%</u>
Gross Profit	394,887.90	353,312.75	41,575.15	111.77%
Expense				
Advertising Expense	1,612.50	2,000.00	(387.50)	80.63%
Alcohol Expense	2,987.07	2,600.00	387.07	114.89%
Alcohol Permit Expense	3,500.00	3,576.00	(76.00)	97.88%
Bank Service Fees	4,369.80	4,315.82	53.98	101.25%
Building Alarm System	1,835.28	1,608.73	226.55	114.08%
Cable TV	1,609.35	1,595.44	13.91	100.87%
Cleaning Service	12,212.48	11,138.11	1,074.37	109.65%
Contract Labor	31,135.41	30,260.50	874.91	102.89%
Dues & Memberships	375.00	750.00	(375.00)	50.0%
Health Insurance	11,549.52	11,549.52	0.00	100.0%
Internet/IT	15,439.60	15,439.60	0.00	100.0%
Labor Expenses	133,746.98	130,747.96	2,999.02	102.29%
Laundry Expense	18,177.00	15,623.60	2,553.40	116.34%
Linen & Supplies	549.03	1,659.06	(1,110.03)	33.09%
Office Expense	4,244.98	4,563.00	(318.02)	93.03%
Pest Control Expense	938.79	1,015.49	(76.70)	92.45%
Repairs & Maintenance	40,673.32	36,452.00	4,221.32	111.58%
Supplies	9,843.08	9,126.23	716.85	107.86%
Telephone Expense	1,027.44	959.78	67.66	107.05%
Trash Pickup	6,534.80	5,148.17	1,386.63	126.93%
Utilities	46,445.84	50,416.11	(3,970.27)	92.13%
Website	599.55	559.60	39.95	107.14%
Total Expense	<u>349,406.82</u>	<u>341,104.72</u>	<u>8,302.10</u>	<u>102.43%</u>
Net Ordinary Income	<u>45,481.08</u>	<u>12,208.03</u>	<u>33,273.05</u>	<u>372.55%</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>(21,511.39)</u>			
Transfer to BEC Savings	(80,000.00)			
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
August 2026

	<u>Aug 26</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Income				
Interest Income	239.43	1,000.00	(760.57)	23.94%
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	10,239.43	11,000.00	(760.57)	93.09%
Gross Profit	10,239.43	11,000.00	(760.57)	93.09%
Net Ordinary Income	10,239.43	11,000.00	(760.57)	93.09%
Net Income	<u>10,239.43</u>	<u>11,000.00</u>	<u>(760.57)</u>	<u>93.09%</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 August 2026

	<u>Jan - Aug 26</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Income				
Interest Income	11,226.23	8,000.00	3,226.23	140.33%
Revenue				
A&P Tax Revenue	80,000.00	80,000.00	0.00	100.0%
Total Revenue	80,000.00	80,000.00	0.00	100.0%
Total Income	91,226.23	88,000.00	3,226.23	103.67%
Gross Profit	91,226.23	88,000.00	3,226.23	103.67%
Net Ordinary Income	91,226.23	88,000.00	3,226.23	103.67%
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	(708,773.77)			

NO ASSURANCE IS PROVIDED ON THESE STATEMENTS.

Benton Event Center-Event Report

August 13, 2026 to September 9, 2026

October 1, 2013 to August 12, 2026

1,090,003

Date(s) # of Attendees

SportsCard & Memorabilia Show	8/15/2026	350
Cody Calhoun 50th Birthday Party	8/15/2026	100
Rental Concepts Manager's Meeting	8/17/2026	70
Salem Water User's Public Meeting	8/17/2026	36
First Security Trip Preview	8/20/2026	70
Central AR Job Fair	8/21/2026	610
Paul Memorial Service	8/22/2026	200
Clamon Baby Shower	8/20/2026	50
Torrence Baby Shower	8/20/2026	40
CHI/STVI LDI	8/25-8/26/2026	360
AR Attorney General Never Forget	8/27/2026	380
AGFC Private Landowners Meeting	8/28/2026	340
Benton HS Class of 1973	8/29/2026	20
County Judges Association	9/1-9/4/2026	670

Events: 14

TOTAL:

3,296

TOTAL:

1,093,299



City of Benton Advertising and Promotion Commission Marketing Report, September 9, 2026

- "Stopped for Buc-ee's. Stay for Benton." Ran a targeted advertising campaign to coincide with the Buc-ee's grand opening. (Spent \$157 = 20,140 views)
- Arkansas Tourism Website – Benton Representation
- September Third Thursday Promotions
- Saline County Fair Promotions
- Old Fashioned Day Promotions

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.

Top content by views

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

The doors are officially OPEN! 🎉 Crowds...

Mon Aug 17, 7:04am

👁 443.8K ❤ 3K
👍 278 ➡ 275



Welcome to Benton, Buc-ee's! 🎉 Today...

Fri Aug 14, 1:51pm

👁 149.9K ❤ 1.9K
👍 155 ➡ 344



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

Mon Aug 3, 5:59pm

👁 144.8K ❤ 895
👍 149 ➡ 120



The doors are officially OPEN at Buc-ee's in...

Mon Aug 17, 8:12am

👁 102.3K ❤ 997
👍 109 ➡ 150



Hello, Buc-ee's fans! 🎉 We've compiled a...

Thu Aug 27, 12:52pm

👁 75.5K ❤ 159
👍 36 ➡ 33



Facebook Followers & Views Summary

GOAL: 5,000 followers by the end of 2026

Date	Followers	Change	Views
August	0	+638	25,900
September	638	+181	19,200
October	819	+203	23,200
November	1,022	+195	76,500
December	1,217	+205	38,100
January	1,519	+302	50,400
February	1,672	+153	27,400
March	1,844	+172	52,400
April	2,021	+177	50,600
May	2,536	+515	301,000
June	2,974	+438	135,200
July	3,437	+463	161,100
August	5,187	+1,750	1.04M

Social Media Goes Live

Fall Giveaway, Behind the Scenes Videos at Mama B's and Creamy Cove

Website Launch Video, Behind the Scenes at the Royal Theatre

Thanksgiving Article, Christmas Events Paid Ads

Christmas Events, Elf on the Shelf

Benton Thomas Park Update, Top Indoor Attractions in Benton, Support Restaurants Before Winter Weather

Party Rooms in Benton, Super Bowl Specials

Spring Break in Benton, Brunch Spots in Benton

Third Thursday Recap Post, See You Thursday Post, Great Fry Debate

Buc-ee's Opening Date Post, Third Thursday Posts, Food Truck Line-Up, Memorial Day

Restaurant Week Signs, Summer Fun in Benton, Food Truck Line-Up

Royal Players Cinderella Flyer, Third Thursday Recap, Benton Events

Wright's BBQ, Buc-ee's Soft Opening, Buc-ee's Opening Day



CITY OF BENTON

COMMISSIONER APPLICATION

THIS FORM IS PUBLIC INFORMATION AND SUBJECT TO THE FREEDOM OF INFORMATION ACT

Commission Advertising & Promotion Date 8-27-26

Name: Greg Shinn

Home Address: 1180 Rocky Mt Rd Benton, Ar 72019
(Street, City, Zip)

Phone Numbers: 501 617 2711 Length of Residence: 9 yrs
(Preferred) (Year)

Email Address: gregshinn66@gmail.com

Place of Employment/Occupation: Hog Wild Tea LLC dba HTEAO

Other Boards/Commissions Served: Benton ADP, ATOM President,

Educational Background: Bablar Business University of Arkansas

You may include a resume, references and/or statement of interest along with this application.

Signature: Greg Shinn Date: 8-27-26

APPLICATIONS NEED TO BE SUBMITTED TO THE CITY CLERK. PO BOX 607, BENTON, AR 72018 OR

DELIVERED TO 410 RIVER ST, BENTON, AR 72015 OR EMAILED CITYCLERK@BENTONAR.GOV