

Benton Advertising & Promotion Commission
Agenda
July 8, 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 June 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) – 1st Reading

VII. Benton Event Center Report – Nikki Chumley

- Designated parking spaces

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 – August 12th

XII. Other Business

XIII. Adjournment

BENTON ADVERTISING & PROMOTION COMMISSION

Minutes

June 10, 2026

I. CALL TO ORDER

Chairman Bill Eldridge called the meeting of the Benton Advertising & Promotion Commission to order on June 10, 2026, at 3:31 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 May 20, 2026 meeting. Steve Brown 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 May 31, 2026:

	Statement Balance	Prev. Month's Balance
A&P Collections General	\$12,543.91	\$12,350.96
A&P Large Project Checking	\$389,256.58	\$234,213.51
A&P Small Project Checking	\$657,857.18	\$963,836.84
A&P General Operating Checking	\$161,191.95	\$166,171.74
Benton Focus Group/RV Park Checking	\$64,701.71	\$853,042.83
Benton Event Center Gen Operating Checking	\$452,799.35	\$475,768.58
Benton Event Center Savings	<u>\$522,988.57</u>	\$511,620.92
	\$2,261,339.25	

Mandy Spicer reported a payment of \$800,000 was made since the last meeting from the Focus Group/RV Park account for dirt work for the RV park/soccer complex project.

Mandy Spicer reported collections received in the month of May 2026 were \$192,831.77, which is a 6.8% increase from May 2025. The collections received in May are for the month of April.

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

May 2026 Collections:	\$192,831.77
May 2025 Collections:	\$180,551.60
May 2024 Collections:	\$182,695.22
May 2023 Collections:	\$167,841.35
May 2022 Collections:	\$156,810.34
May 2021 Collections:	\$147,830.27
May 2020 Collections:	\$97,678.07
May 2019 Collections:	\$120,664.42

B. Delinquency Report

Mandy Spicer reported the deadline for this month's collections is today 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 May 31, 2026:

Bank OZK – Focus Group Project Checking	\$64,701.71
Bank OZK – A&P Checking	\$168,449.45
Bank OZK – Event Center Checking	\$448,659.69
Bank OZK – Event Center Savings	<u>\$522,988.57</u>
Total Checking/Savings	\$1,204,799.42

There is a liability of \$447.00 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 May 2026 total income of \$18,413.07, total operating expenses of \$15,493.36 resulting in net income of \$2,919.71. For the year to date as of May 31, 2026 total income of \$91,143.98, total operating expenses of \$77,129.67 and other expenses of \$14,820.04 resulting in a net loss of (\$805.73).

Event Center profit and loss statements: for the month of May total income of \$34,519.38, total operating expenses of \$50,029.17 resulting in a net loss of (\$15,509.79). For the year to date as of May 31, 2026 total income of \$228,158.73, total operating expenses of \$219,028.71 and capital expenditures of \$66,992.47 resulting in a

net loss of (\$57,862.45). \$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 May 2026 total income of \$11,658.88 and total operating expenses of \$800,000.00 resulting in a net loss of (\$788,341.12). For the year to date as of May 31, 2026 total income of \$60,585.19 and total operating expenses of \$800,000.00 resulting in a net loss of (\$739,414.81).

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

VI. FUNDING REQUEST

Saline County Fair Association – 2nd reading and vote on request for \$7,500.00 for the Saline County Fair & Rodeo. Luke Moody made a motion to approve up to \$7,500.00 funding to the Saline County Fair Association for the Saline County Fair & Rodeo. Greg Shinn seconded. Motion carried.

VII. BENTON EVENT CENTER REPORT

Nikki Chumley reported about eight events held in the building since the last meeting, including a craft fair held in the venue for the first time, a baby fair, a prom, conferences and family events. Total attendance from the day the building opened is 1,074,484.

VIII. MARKETING REPORT

Rachel Rivers reported that 39 restaurants are participating in next week's restaurant week and she's distributing promotional materials to them. Signs have been put up around town to promote the event along with social media advertising. She has interviews scheduled within the next few days on THV11 to promote the week. The restaurant week landing page on the Discover Benton website has had over 3,500 views.

IX. DEVELOPMENT OF EXIT 114 PROPERTY

Bill Eldridge reported there's no update on the RV park and soccer complex.

X. OLD BUSINESS

Bill Eldridge stated city attorney Baxter Drennon made some recommendations for changes on the new funding documents. Once the changes are made, Amy McCormick will send the new documents to the commissioners for review.

XI. NEW BUSINESS

The next meeting of the A&P Commission will be July 8, 2026.

XII. OTHER BUSINESS

None.

XIII. ADJOURNMENT

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



Bill Eldridge, Chairman



Amy McCormick, Recording Secretary

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

Account Name	Acct #	Statement Balance	Previous Month's Balance
Cash Accounts:			
A&P Collections General	***1584	23,695.94	12,543.91
			0.00
A&P Large Project Checking	remainder ***0318	505,317.74	389,256.58
A&P Small Project Checking	\$10K per month ***0348	669,762.27	657,857.18
A&P General Op Checking	\$18K per month ***3297	171,844.24	161,191.95
Benton Focus Group/ RV Park Checking	\$10K per month ***2274	74,890.71	64,701.71
			0.00
Benton Event Center General Op Checking	***2640	456,500.99	452,799.35
Benton Event Center Savings	***9832	534,528.78	522,988.57
TOTAL OPERATING CASH & INVESTMENTS			2,436,540.67

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 June 30, 2026

	<u>Jun 30, 26</u>
ASSETS	
Current Assets	
Checking/Savings	
Bank OZK - Focus Group 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	534,528.78
Total Checking/Savings	<u>1,235,210.88</u>
Total Current Assets	<u>1,235,210.88</u>
TOTAL ASSETS	<u><u>1,235,210.88</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Sales Tax Payable	439.12
Total Other Current Liabilities	<u>439.12</u>
Total Current Liabilities	<u>439.12</u>
Total Liabilities	439.12
Equity	
Retained Earnings	2,002,435.41
Net Income	(767,663.65)
Total Equity	<u>1,234,771.76</u>
TOTAL LIABILITIES & EQUITY	<u><u>1,235,210.88</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
June 2026

	Jun 26	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
Interest Income	463.81	300.00	163.81	154.6%
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	18,463.81	17,300.00	1,163.81	106.73%
Gross Profit	18,463.81	17,300.00	1,163.81	106.73%
Expense				
Accounting Services	600.00	600.00	0.00	100.0%
Advertising Expense	3,139.78	82.50	3,057.28	3,805.79%
Comp. for Commissioners	600.00	750.00	(150.00)	80.0%
Funding	366.00	4,166.67	(3,800.67)	8.78%
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	15,983.20	16,863.82	(880.62)	94.78%
Net Ordinary Income	2,480.61	436.18	2,044.43	568.71%
Net Income	2,480.61	436.18	2,044.43	568.71%

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 June 2026

	<u>Jan - Jun 26</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Income				
Interest Income	2,607.79	1,800.00	807.79	144.88%
Revenue				
A&P Tax Revenue	107,000.00	102,000.00	5,000.00	104.9%
Total Revenue	<u>107,000.00</u>	<u>102,000.00</u>	<u>5,000.00</u>	<u>104.9%</u>
Total Income	<u>109,607.79</u>	<u>103,800.00</u>	<u>5,807.79</u>	<u>105.6%</u>
Gross Profit	<u>109,607.79</u>	<u>103,800.00</u>	<u>5,807.79</u>	<u>105.6%</u>
Expense				
Accounting Services	3,895.00	3,875.00	20.00	100.52%
Advertising Expense	8,770.31	417.50	8,352.81	2,100.67%
Bank Service Fees	35.00	0.00	35.00	100.0%
Comp. for Commissioners	3,900.00	4,500.00	(600.00)	86.67%
Funding	7,221.11	25,000.00	(17,778.89)	28.88%
Labor Expenses	18,846.99	22,188.33	(3,341.34)	84.94%
Legal Counsel	7,200.00	7,200.00	0.00	100.0%
Postage	296.98	296.98	0.00	100.0%
Repairs & Maintenance	2,997.50	2,180.00	817.50	137.5%
Service Agreement	39,949.98	39,949.98	0.00	100.0%
Total Expense	<u>93,112.87</u>	<u>105,607.79</u>	<u>(12,494.92)</u>	<u>88.17%</u>
Net Ordinary Income	<u>16,494.92</u>	<u>(1,807.79)</u>	<u>18,302.71</u>	<u>(912.44%)</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><u>1,674.88</u></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
June 2026

	<u>Jun 26</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Income				
Interest Income	2,848.92	1,500.00	1,348.92	189.93%
Revenue				
Rental Revenue	54,009.78	41,311.03	12,698.75	130.74%
Alcohol Sales	215.14	1,552.00	(1,336.86)	13.86%
Refunds/Returns	(91.00)	0.00	(91.00)	100.0%
Total Revenue	<u>54,133.92</u>	<u>42,863.03</u>	<u>11,270.89</u>	<u>126.3%</u>
Total Income	<u>56,982.84</u>	<u>44,363.03</u>	<u>12,619.81</u>	<u>128.45%</u>
Gross Profit	<u>56,982.84</u>	<u>44,363.03</u>	<u>12,619.81</u>	<u>128.45%</u>
Expense				
Alcohol Expense	191.67	0.00	191.67	100.0%
Alcohol Permit Expense	1,000.00	3,576.00	(2,576.00)	27.96%
Bank Service Fees	584.05	717.88	(133.83)	81.36%
Building Alarm System	446.30	147.61	298.69	302.35%
Cable TV	199.43	199.43	0.00	100.0%
Cleaning Service	1,082.88	1,333.33	(250.45)	81.22%
Contract Labor	3,686.00	3,683.00	3.00	100.08%
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	3,547.80	1,844.00	1,703.80	192.4%
Linen & Supplies	0.00	208.00	(208.00)	0.0%
Office Expense	237.22	609.00	(371.78)	38.95%
Pest Control Expense	480.73	76.30	404.43	630.05%
Repairs & Maintenance	3,075.92	4,636.00	(1,560.08)	66.35%
Supplies	1,117.63	2,129.85	(1,012.22)	52.48%
Telephone Expense	29.05	140.54	(111.49)	20.67%
Trash Pickup	774.92	651.65	123.27	118.92%
Utilities	4,788.51	5,856.01	(1,067.50)	81.77%
Website	109.90	69.95	39.95	157.11%
Total Expense	<u>39,233.11</u>	<u>43,821.99</u>	<u>(4,588.88)</u>	<u>89.53%</u>
Net Ordinary Income	<u>17,749.73</u>	<u>541.04</u>	<u>17,208.69</u>	<u>3,280.67%</u>
Net Income	<u>17,749.73</u>	<u>541.04</u>	<u>17,208.69</u>	<u>3,280.67%</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 June 2026

	<u>Jan - Jun 26</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Income				
Interest Income	16,338.60	9,000.00	7,338.60	181.54%
Revenue				
Rental Revenue	262,467.05	257,244.49	5,222.56	102.03%
Alcohol Sales	6,426.92	9,312.00	(2,885.08)	69.02%
Refunds/Returns	(91.00)	0.00	(91.00)	100.0%
Total Revenue	<u>268,802.97</u>	<u>266,556.49</u>	<u>2,246.48</u>	<u>100.84%</u>
Total Income	<u>285,141.57</u>	<u>275,556.49</u>	<u>9,585.08</u>	<u>103.48%</u>
Gross Profit	<u>285,141.57</u>	<u>275,556.49</u>	<u>9,585.08</u>	<u>103.48%</u>
Expense				
Advertising Expense	1,612.50	0.00	1,612.50	100.0%
Alcohol Expense	2,701.66	2,000.00	701.66	135.08%
Alcohol Permit Expense	3,500.00	3,576.00	(76.00)	97.88%
Bank Service Fees	3,431.82	3,605.81	(173.99)	95.18%
Building Alarm System	1,034.70	1,313.51	(278.81)	78.77%
Cable TV	1,196.58	1,196.58	0.00	100.0%
Cleaning Service	9,024.00	8,471.45	552.55	106.52%
Contract Labor	24,084.71	22,894.50	1,190.21	105.2%
Dues & Memberships	375.00	750.00	(375.00)	50.0%
Health Insurance	8,774.64	8,774.64	0.00	100.0%
Internet/IT	11,255.75	11,579.70	(323.95)	97.2%
Labor Expenses	97,618.95	94,464.08	3,154.87	103.34%
Laundry Expense	15,450.45	11,935.60	3,514.85	129.45%
Linen & Supplies	549.03	1,243.06	(694.03)	44.17%
Office Expense	3,094.54	3,345.00	(250.46)	92.51%
Pest Control Expense	786.19	862.89	(76.70)	91.11%
Repairs & Maintenance	27,929.81	27,180.00	749.81	102.76%
Supplies	6,903.46	7,261.53	(358.07)	95.07%
Telephone Expense	655.23	656.40	(1.17)	99.82%
Trash Pickup	4,210.04	3,143.61	1,066.43	133.92%
Utilities	33,613.11	36,469.21	(2,856.10)	92.17%
Website	459.65	419.70	39.95	109.52%
Total Expense	<u>258,261.82</u>	<u>251,143.27</u>	<u>7,118.55</u>	<u>102.83%</u>
Net Ordinary Income	<u>26,879.75</u>	<u>24,413.22</u>	<u>2,466.53</u>	<u>110.1%</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>(40,112.72)</u>			
 Transfer to BEC Savings	(60,000.00)			
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
June 2026

	<u>Jun 26</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Income				
Interest Income	189.00	1,000.00	(811.00)	18.9%
Revenue				
A&P Tax Revenue	10,000.00	10,000.00	0.00	100.0%
Total Revenue	<u>10,000.00</u>	<u>10,000.00</u>	<u>0.00</u>	<u>100.0%</u>
Total Income	<u>10,189.00</u>	<u>11,000.00</u>	<u>(811.00)</u>	<u>92.63%</u>
Gross Profit	<u>10,189.00</u>	<u>11,000.00</u>	<u>(811.00)</u>	<u>92.63%</u>
Net Ordinary Income	<u>10,189.00</u>	<u>11,000.00</u>	<u>(811.00)</u>	<u>92.63%</u>
Net Income	<u><u>10,189.00</u></u>	<u><u>11,000.00</u></u>	<u><u>(811.00)</u></u>	<u><u>92.63%</u></u>

NO ASSURANCE IS PROVIDED ON THESE STATEMENTS.

Benton A&P Commission
Profit & Loss Budget vs. Actual - Focus Group - Modified Cash Basis
Substantially All Disclosures Required by the Modified Cash Basis of Accounting Omitted
January through June 2026

	<u>Jan - Jun 26</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Income				
Interest Income	10,774.19	6,000.00	4,774.19	179.57%
Revenue				
A&P Tax Revenue	60,000.00	60,000.00	0.00	100.0%
Total Revenue	<u>60,000.00</u>	<u>60,000.00</u>	<u>0.00</u>	<u>100.0%</u>
Total Income	<u>70,774.19</u>	<u>66,000.00</u>	<u>4,774.19</u>	<u>107.23%</u>
Gross Profit	<u>70,774.19</u>	<u>66,000.00</u>	<u>4,774.19</u>	<u>107.23%</u>
Net Ordinary Income	<u>70,774.19</u>	<u>66,000.00</u>	<u>4,774.19</u>	<u>107.23%</u>
Other Income/Expense				
Other Expense				
Capital Expenditures				
RV Park Project	800,000.00			
Total Capital Expenditures	<u>800,000.00</u>			
Total Other Expense	<u>800,000.00</u>			
Net Other Income	<u>(800,000.00)</u>			
Net Income	<u>(729,225.81)</u>			

NO ASSURANCE IS PROVIDED ON THESE STATEMENTS.

Benton Event Center-Event Report

June 10, 2026 to July 8, 2026

October 1, 2013 to June 10, 2026

1,074,484

	Date(s)	# of Attendees
Benton Chamber Luncheon	6/11/2026	190
Aledad Physician's Dinner	6/11/2026	100
Saline County Comic Expo	6/12-6/14/2026	1000
Rental Concepts	6/15/2026	65
Will Awareness	6/15/2026	120
Retire Path Workshop	6/16/2026	30
Circle K Roadshow Manager's Meeting	6/17/2026	160
AR Provider Coalition Training	6/18/2026	140
AKA Bingo	6/20/2026	400
AR Prevention Conference	6/22-6/24/2026	620
Saline County Gun & Knife Show	6/26/2026	3,000

Events: 11

TOTAL:

1,805

TOTAL:

1,076,289



City of Benton Advertising and Promotion Commission

Marketing Report, July 8, 2026

- Benton Restaurant Week was a success with **38** participating restaurants.
- The Discover Benton website has had **7,582** users for the month of June, including **5,805** users who visited the Benton Restaurant Week page.
- The Discover Benton social media posts reached **34,798** people through Restaurant Week promotions and gained **400+** new followers.
- We received **180 receipt** submissions through the Restaurant Week QR code promotion.
- Completed an interview with Brooke Buckner of THV11 on June 11 to highlight Benton Restaurant Week.
- Set up a promotional booth at the June Third Thursday.
- Completed filming for the "Discover Benton" advertising campaign and are currently working through final production specifications.

Top Performing Posts in the Last 30 Days

f Top content by views

Boost content

See all conte



Check out the food truck lineup for Red,...

Wed Jul 1, 9:36am

👁 42.8K ❤ 159
👍 52 ➡ 93



It's GIVEAWAY time! We're giving away a...

Tue Jun 30, 3:04pm

👁 25.7K ❤ 213
👍 246 ➡ 184



We have some fun food trucks joining us this...

Tue Jun 16, 4:30pm

👁 9.6K ❤ 41
👍 5 ➡ 35



Looking for things to do this summer? 🌞 ...

Wed Jun 24, 4:04pm

👁 5.8K ❤ 43
👍 1 ➡ 10



It's Third Thursday week! 🎉 Join us as t...

Mon Jun 15, 12:59pm

👁 4.2K ❤ 27
👍 0 ➡ 16



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



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.

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.