

**AGENDA**  
**ADVERTISING AND PROMOTION COMMISSION**

**The meeting will be at the Fayetteville Town Center**  
**15 West Mountain Street, Fayetteville, Arkansas**

**June 15, 2015**

**2:00 p.m.**

- I. Call to Order – Ching Mong**
- II. Commissioner Interviews**
- III. Beall Barclay & Company, PLC - Audit Report**
- IV. Jason Jones – Public Art Discussion**
- V. Reports**
  - A. Approval of the Minutes – May 2015**
  - B. Financial Report**
    - 1. HMR Revenues – Kym Hughes**
    - 2. Financial Statements – Sally Fisher**
    - 3. Approval of Financial Reports – May 2015**
    - 4. Delinquent tax collection efforts – Kit Williams**
  - C. Department Reports**
    - 1. Town Center – Sandra Bennett**
    - 2. Visitor Bureau – Kym Hughes**
    - 3. Clinton House Museum – Kym Hughes**
  - D. Agency Report – Mike Sells**
- VI. Old Business**
- VII. New Business**
  - A. CVB & Town Center Staff Structure**
  - B. Recognition of outgoing Commissioner Bobby Ferrell**
- VIII. Adjourn**

**Advertising and Promotion Commission**  
**Regular Meeting**  
**May 18, 2015**

Commissioners Present: Ching Mong, Matt Behrend, Tim Freeman, Adella Gray, Matthew Petty, and Hannah Withers

Staff Present: Kym Hughes, Sally, Fisher, Sandra Bennett, Hazel Hernandez, Jessica Leonard

**Call to Order**

Ching Mong called the regular monthly meeting of the Fayetteville Advertising and Promotion Commission to order on May 18th at 1:14 p.m.

**Special Meeting Partnership Request**

Bikes Blues and BBQ – Review and Discussion regarding the special partnership funding was discussed Ching Mong motioned to fund \$15,000 to be distributed in three quarterly payments, \$5,000 each quarter starting in the third quarter in 2015 and 1<sup>st</sup> and 2<sup>nd</sup> quarter 2016. There was no second to the motion. Withers moved to deny this request, Tim Freeman Seconded, one opposed the motion, the motion carried to deny the partnership request.

**Spring Funding Requests –**

7 Hills homeless center- received \$3,500 in spring 2015 funding for the Chill with the Hills event. The commission stipulated that the funding be used specifically for rental of the Town Center.

Artist's Laboratory Theatre- received \$4,000 in spring 2015 funding for the May – December season.

Artosphere - received \$10,000 in spring 2015 funding for the Artosphere: Arkansas' Arts and Nature Festival.

Banded Suffering - received \$1,500 in spring 2015 funding for Banded Suffering 2015.

Celebrate the Buffalo - received \$2,580 in spring 2015 funding for the Friday, October 23<sup>rd</sup> 2015 event. The commission stipulated that the funding be used specifically for Advertising costs (funds cannot be used to pay an event planner).

Fayetteville Bulldog Classic - received \$4,000 in spring 2015 funding for the December 2015 Basketball Tournament.

Hooten's Football Classic- received \$1,000 in spring 2015 funding for the Tuesday, September 1, 2015 Classic at Razorback Stadium.

Fayetteville Firefighters' Association- received \$3,500 in spring 2015 funding for the Hero Half Marathon, October 10, 2015.

Jason Jones – Mural project – received an award of \$11,250 with the concession that Jason would attend the June meeting for further discussion and Commission input.

Last Night Fayetteville - received \$7,000 in spring 2015 funding for the Last Night Fayetteville 2015.

Last Saturday Variety Show - received \$1,000 in spring 2015 funding for marketing the 2015 Last Saturday Variety Show Season.

LifeSource International – was denied since the event had taken place before the funding request award meeting. The Commission recommended they should be in the fall for the 2016 event.

Fayetteville Parks and Recreation - received \$7,500 in spring 2015 funding for the Lights of the Ozarks 2015. The commission will allow an additional 7,500 in fall 2015, the funding is to be used specifically for LED Light strands.

Northwest Arkansas Hispanic Heritage Festival- received \$4,000 in spring 2015 funding for the October 2015 Festival.

NWA TechFest, Inc. - received \$1,500 in spring 2015 funding for the Friday, October 9, 2015 event at the U of A.

Oktoberfest 2015 - received \$6,500 in spring 2015 funding for Oktoberfest 2015.

Outback in the Ozarks- received \$500 in spring 2015 funding for the October 9 – 10<sup>th</sup> 2015 event.

Seedling Film Association - received \$2,000 in spring 2015 funding for the Offshoot Film Fest 2015.

Fayetteville Parks & Recreation – received \$500 in spring 2015 funding for the Square to Square event in September 2015.

The Community/Banff Mountain Film Festival World Tour - received \$1,000 in spring 2015 funding for the Banff Mountain Film Festival World Tour, Sept 17-18, 2015.

The Little Craft Show – received \$3,500 in spring 2015 funding for the 2015 Dec. 4<sup>th</sup> & 5<sup>th</sup> Show.

Theatre Squared Gala – the Commission did not approve funding on this request since it was specifically for a fundraising gala.

Fayetteville High School - received \$1,500 in spring 2015 funding for the Tri-State Volleyball Challenge at the Bulldog Arena in September 2015.

Tim Freeman made a motion to approve the spring 2015 awards as discussed and agreed as presented above, the motion was seconded by Adella Gray. Motion carried

### **Approval of Minutes**

Gray made a motion to approve the April 2015 minutes and the motion was seconded by Freeman. Motion carried.

### **Financial Reports**

Kym Hughes reported that the HMR tax for April was \$258,307, up more than 11% from April 2014.

Sally Fisher reviewed the financials for the Commission. The 2014 audit will be presented at the June meeting and a copy will be sent out prior to the meeting. Hannah Withers moved to approve the financials, Tim Freeman seconded. The motion carried.

### **Delinquent Tax Collections**

According to City Attorney Kit Williams' report, the City Prosecutor reported 35 open Hotel, Motel and Restaurant overdue tax collection cases. One third of the cases now have a zero balance due. \$7,387.16 in overdue HMR taxes were collected in April. Year to date collections total \$22,184.03 or \$5,546.01 per month.

### **Department Reports**

#### 1. Town Center

Sandra Bennett reported that Sales completed events were up 30% for the year, collections are up 7% and executed contracts are up 8% ytd. The fountain is finished and running. There was new discussion about the repairs and quotes for the Town Center front steps and the cost quote is \$10,000. Freeman made a motion to approve the repair on the steps by Robert McNutt in the amount of \$10,000, the motion was seconded by Mong, the motion carried.

#### 2. CVB

Hughes reviewed the sports and group tour completions. 14 groups were in town and the economic impact was estimated at just under \$2 million dollars for those events. There were seven groups estimating 1,560 room nights that turned definite in April.

#### 3. Clinton House Museum

The Museum revenues for the month of April were down slightly from the same time last year.

#### 4. Agency Report

Mike Sells of the Sells Agency reviewed the requests for Insider Guides and the success of the paid SEO. The campaign has resulted in a 25% increase of total web traffic. Tennessee visitors to the site are up 99% year over year and Texas is up 30% over the same time last year.

### **Old Business**

Mong motioned to go into Executive Session to consider the continued employment of Kym Hughes, the Executive Director, and the motion was seconded by Behrend. The meeting was called back to order by Mong. Mong motioned to put forth a vote of confidence for Hughes' continued employment as the A&P Director, the motion was seconded by Matthew Petty, the motion carried.

### **New Business**

The D&O Liability quote was presented to the Commission. Withers motioned to approve the \$1,000,000 limit policy with a \$1,000 deductible, offered with separate limits, and an annual premium of \$1,991 combined for D&O and Employment Practices Liability coverage, seconded by Mong, the motion carried.

There being no further business, the meeting adjourned at 4:07 pm.

Respectfully submitted,

Kym Hughes  
Executive Director, Fayetteville A & P Commission

Advertising and Promotion Commission  
For month of **May 2015**

Current Year HMR Collected (2120.0912.4101.00)	\$	258,262.21
Prior Year Collected (2120.0912.4101.01)	\$	100.00
First Security Investment Interest Revenue (2120.0912.4708.00)	\$	1,070.19
Total Revenues	\$	259,432.40
Annual Bond Audit Expense (2120.9120.7602.60)	\$	-
Collection Expense (2120.9120.5333.00)	\$	(5,167.24)
Bank of OK Quarterly Fee (2120.9120.5712.00)	\$	-
Town Center Bond Payment (2120.9120.5739.00)	\$	(62,212.98)
2013 Property Taxes on Town Center (2120.9120.5712.00)	\$	-
Total Expenses	\$	(67,380.22)
<b>Total Check to A&amp;P</b>	<b>\$</b>	<b>192,052.18</b>

*~ This report represents HMR collections through the end of the month.  
These figures may include past due amounts.*

**City of Fayetteville, Arkansas**  
**Monthly HMR Tax Collections 2010-2014**

	2012 Total HMR Taxes	2013 Total HMR Taxes	2013 Change Over Prior Year	2014 Total HMR Taxes	2014 Change Over Prior Year	2015 Total HMR Taxes	2015 Change Over Prior Year
January	\$205,939	211,138	2.52%	202,477	-4.10%	236,849	16.98%
February	\$178,289	187,562	5.20%	203,022	8.24%	219,436	8.09%
March	\$201,015	213,526	6.22%	213,212	-0.15%	233,277	9.41%
April	\$217,840	228,865	5.06%	230,939	0.91%	258,307	11.85%
May	\$203,966	228,289	11.93%	236,098	3.42%	258,362	9.43%
June	\$222,062	218,829	-1.46%	243,770	11.40%		
July	\$214,750	227,971	6.16%	230,624	1.16%		
August	\$202,624	206,873	2.10%	215,802	4.32%		
September	\$215,653	226,103	4.85%	233,695	3.36%		
October	\$241,017	243,129	0.88%	258,857	6.47%		
November	\$210,335	231,456	10.04%	252,717	9.19%		
December	\$208,518	210,064	0.74%	236,549	12.61%		
<b>Total</b>	<b>\$ 2,522,008</b>	<b>\$2,633,805</b>	<b>4.43%</b>	<b>\$ 2,757,761</b>	<b>4.71%</b>	<b>\$1,206,231</b>	11.15%

# Fayetteville A&P Commission

## Balance Sheet

As of May 31, 2015

### ASSETS

#### Current Assets

##### Bank Accounts

##### 09500 Cash

10000 CVB Cash in Register	100.00
10050 TC Cash on Hand	200.00
10100 CHM Cash In Register	100.00
10200 Arvest A&P General #4856	828.50
10300 1st Security A&P #8714	204,987.24
10400 1st Security Fayetteville TC	212,693.04
10500 1st Security Clinton House	8,458.00
10600 1st Security CVB # 8730	68,047.25
10700 Arvest Payroll Account #4636	9,579.83

Total 09500 Cash 504,993.86

Total Bank Accounts 504,993.86

##### Accounts Receivable

11000 Accounts Receivable 15,309.83

Total Accounts Receivable 15,309.83

##### Other current assets

11400 Due From Other Funds	37,220.82
11500 Prepaid Expenses	12,779.82
12100 Inventory Asset	10,948.21
13000 Investments	1,815,809.26
13100 Investment Adj. to Market	(2,640.33)

Total 13000 Investments 1,813,168.93

Total Other current assets 1,874,117.78

Total Current Assets 2,394,421.47

#### Other Assets

##### 14500 Capital Assets

15000 Furniture and Fixtures	34,550.01
15100 Equipment	199,231.61
15500 CVB Building	930,569.02
15510 CVB Land	198,621.00
15600 Building Additions	523,206.15
16600 Construction in Progress	9,373.80
17300 Accumulated Depreciation	(532,788.75)

Total 14500 Capital Assets 1,362,762.84

Total Other Assets 1,362,762.84

**TOTAL ASSETS 3,757,184.31**

# Fayetteville A&P Commission

## Balance Sheet

As of May 31, 2015

### LIABILITIES AND EQUITY

#### Liabilities

##### Current Liabilities

##### Accounts Payable

20000 Accounts Payable

2,925.38

Total Accounts Payable

**2,925.38**

##### Other Current Liabilities

23002 Colonial Life& Acc Ins. Payable

614.89

24000 Payroll Liabilities

7,196.80

24500 Due to Other Funds

5,167.24

24600 Due to Town Center

16,381.85

24750 Unearned A&P Revenue

1,200.00

24900 Unearned Revenue 2015

68,471.33

Total Other Current Liabilities

**99,032.11**

Total Current Liabilities

**101,957.49**

Total Liabilities

**101,957.49**

#### Equity

39005 Fund Balance

3,543,374.36

Net Revenue

111,852.46

Total Equity

**3,655,226.82**

**TOTAL LIABILITIES AND EQUITY**

**3,757,184.31**

**Fayetteville A P Commission**  
**Statement of Budget, Revenue and Expense**  
 May YTD 2015

**CONSOLIDATED A & P COMMISSION**

	2015	May Year to Date		2014	2015			2014
	Annual Budget	Budget	Actual	YTD Actual	Balance of Budget	Monthly Budget	Monthly Actual	Month
<b>Revenue</b>								
40000 - Hotel, Motel, Restaurant Taxes	2,775,419	1,118,623	1,185,880	1,050,367	1,589,539	243,181	258,262	234,460
40200 - PY Hotel, Motel, Restaurant Tax	0	0	20,351	35,380	(20,351)	0	100	1,638
40600 - Rental Income	427,061	170,870	184,666	160,846	242,395	35,615	25,575	42,379
40601 - Incidentals	43,770	16,490	19,969	30,735	23,801	3,615	4,195	8,865
40602 - Alcohol Sales	33,663	13,829	22,740	0	10,923	2,810	4,825	0
40603 - Incidentals Tax	4,208	1,598	0	0	4,208	343	0	
40700 - 1st Thursday Income	20,000	6,000	2,328	9,849	17,672	2,000	716	445
40800 - Other Income	200	50	2,415	6,153	(2,215)	0	350	2,623
40900 - Roots Festival	0	0	0	0	0	0	0	0
41000 - Parking Revenue	16,936	1,689	7,482	1,689	9,454	0	756	0
41001 - Parking Lease	12,831	5,322	9,872	5,322	2,959	250	250	250
41200 - Gift Shop Sales	6,150	2,500	2,321	2,363	3,829	650	733	899
41300 - Visitor Store	32,000	8,700	9,553	8,482	22,447	2,500	3,471	2,558
41400 - Partership Income	4,000	4,000	900	0	3,100	0	300	0
41600 - Admission Revenue	13,150	5,700	5,776	5,299	7,374	2,100	1,969	2,000
41700 - Health Reimbursement	725	725	1,389	3,584	(664)	0	0	741
42000 - Special Projects	12,592	3,218	1,545	(1,225)	11,047	366	1,545	0
42600 - Interest Income Investments	11,850	4,950	5,726	3,422	6,124	990	1,070	1,136
42800 - Interest Income Checking	3,044	1,330	1,024	1,570	2,020	284	235	332
42900 - Visitor Guide Ad Income	30,000	20,000	0	19,581	18,381	10,000	0	1,200
43200 - LOTO Income	18,600	0	0	0	18,600	0	0	0
98000 - Transfer In	599,028	583,082	160,000	65,000	439,028	250,000	0	50,000
<b>Total Revenue</b>	<b>4,065,227</b>	<b>1,968,676</b>	<b>1,643,937</b>	<b>1,408,417</b>	<b>2,409,671</b>	<b>554,704</b>	<b>304,352</b>	<b>349,526</b>
<b>Expenditures</b>								
61000 - Signage-Tourism	10,400	3,000	1,922	2,079	8,478	500	214	542
61500 - Credit Card Fees	9,154	3,129	3,700	2,684	5,454	963	864	955
62500 - Advertising & Marketing	526,000	235,000	213,885	181,791	312,115	45,000	119,803	6,809

**Fayetteville A P Commission**  
**Statement of Budget, Revenue and Expense**  
 May YTD 2015

**CONSOLIDATED A & P COMMISSION**

	2015	May Year to Date		2014	2015			2014
	Annual Budget	Budget	Actual	YTD Actual	Balance of Budget	Monthly Budget	Monthly Actual	Month
<b>Expenditures (cont.)</b>								
62600 · Printing/Brochures	150,000	30,000	17,690	27,779	132,310	10,000	7,118	9,154
62700 · Website Update	12,000	5,000	3,335	2,000	8,665	1,000	1,335	500
63000 · Accounting & Legal Fees	6,000	2,500	1,945	1,347	4,055	500	1,945	1,347
63100 · Audit Expense	11,000	9,000	9,100	8,400	1,900	9,000	9,100	0
64000 · Office Expense	18,850	7,000	6,348	5,111	12,502	1,400	955	875
64100 · Visitor Store Expense	18,000	7,500	4,759	4,255	13,241	1,500	1,821	1,215
64150 · Clinton House Gift Shop	5,000	1,000	2,076	379	2,924	0	0	0
64500 · Insurance - Building & Workers Comp	13,000	0	0	0	13,000	0	0	0
65000 · Insurance & Health Benefits	122,717	50,932	44,928	37,560	77,789	10,042	7,348	7,567
65500 · Simple IRA Match	21,523	8,687	5,870	5,186	15,653	1,727	1,218	1,037
66000 · Car Allowance	3,750	1,650	1,950	1,500	1,800	300	300	300
66500 · Telephone Expense / Internet	17,604	6,881	6,934	6,258	10,670	1,408	1,037	1,288
67000 · Postage & Shipping Expense	23,260	9,700	5,160	13,211	18,100	2,600	1,832	1,366
67100 · Tracking Software	24,100	19,900	7,416	4,672	16,684	0	3,074	0
68100 · Rent	12,000	12,000	12,000	12,000	0	0	0	0
68400 · Maintenance / Lawn	10,500	3,100	498	0	10,002	100	459	0
68500 · Repairs & Maintenance Expense	162,350	66,050	51,950	40,344	110,400	13,350	11,143	6,847
68600 · Peace Fountain Maintenance	7,500	3,125	0	554	7,500	625	0	0
68700 · Linens	28,524	11,885	10,706	11,972	17,818	2,377	1,986	1,619
69500 · Publication & Dues	15,395	12,895	12,239	11,908	3,156	500	0	75
70000 · Travel / Training Expense	69,901	30,960	28,012	31,448	41,889	4,192	2,888	3,856
70500 · Taxes & Licenses	7,385	4,101	6,231	7,218	1,154	2,183	4,187	4,175
71000 · Collections Expense	53,430	21,714	24,125	21,715	29,305	4,722	5,167	4,722
71500 · Interest Expense	0	0	0	0	0	0	0	0
72000 · Payroll Tax Expense	57,669	24,307	20,816	19,010	36,853	4,597	3,785	3,466
73000 · Convention Development	58,900	24,540	30,016	23,168	28,884	4,908	3,422	7,021
76500 · Contract Labor	48,800	19,980	25,938	19,259	22,862	4,116	6,752	3,868
77500 · Salaries Expense	659,610	269,229	249,710	222,610	409,900	51,476	48,031	43,704

**Fayetteville A P Commission**  
**Statement of Budget, Revenue and Expense**  
 May YTD 2015

**CONSOLIDATED A & P COMMISSION**

	2015	May Year to Date		2014	2015			2014
	Annual Budget	Budget	Actual	YTD Actual	Balance of Budget	Monthly Budget	Monthly Actual	Month
<b>Expenditures (cont.)</b>								
77600 - Relocation Expense	5,000	5,000	5,000	0	0	0	0	0
78000 - Electric Utilities	77,906	31,597	25,474	27,334	52,432	7,307	5,730	7,205
78100 - Gas Utility	13,401	8,801	10,491	7,200	2,910	761	557	761
78200 - Water Utility	10,366	3,620	3,544	3,596	6,822	912	846	910
78500 - Security	2,700	1,125	950	740	1,750	225	22	22
78600 - Airport Advertising	9,000	4,500	3,375	4,500	5,625	0	750	0
78700 - Minor Equipment	108,000	63,000	78,610	104,896	29,390	0	2,058	91,568
78800 - Airport Info Booth	4,800	2,400	1,200	2,400	3,600	0	0	1,200
94300 - LOTO Special Project	10,000	0	65	0	9,935	0	0	0
95010 - 1st Thursday	21,000	6,000	8,614	12,299	12,386	3,000	3,011	1,070
95020 - Roots Festival	0	0	0	0	0	0	0	0
95000 - Misc. Special Projects - Other	267,148	257,774	71,379	631,810	195,769	366	26,797	534,032
95026 - Incidental Expenses	0	0	5,321	0	(5,321)	0	503	0
95027 - Alcohol Purchases	0	0	11,420	0	(11,420)	0	942	0
96500 - Special Funding	0	0	0	0	0	0	0	0
97000 - Bond Payments - Town Center	746,556	311,065	311,065	279,008	435,491	62,213	62,213	55,802
97100 - Trustee Expense	6,000	3,000	0	2,250	6,000	0	0	1,125
99000 - Transfer Out	599,028	500,000	160,000	65,000	439,028	0	0	50,000
<b>Total Expenditures</b>	<b>4,065,227</b>	<b>2,102,647</b>	<b>1,505,766</b>	<b>1,866,450</b>	<b>2,559,460</b>	<b>253,870</b>	<b>349,213</b>	<b>856,003</b>
<b>Excess of Revenues Over/(Under) Expenditures</b>	<b>0</b>	<b>(133,971)</b>	<b>138,171</b>	<b>(458,034)</b>	<b>(149,789)</b>	<b>300,834</b>	<b>(44,861)</b>	<b>(506,477)</b>
72500 - Depreciation Expense	0	0	26,319	0	(26,319)	0	5,264	0
<b>Revised Excess of Revenues Over/(Under) Expenditures</b>								
<b>Expenditures</b>	<b>0</b>	<b>(133,971)</b>	<b>111,852</b>	<b>(458,034)</b>	<b>(176,108)</b>	<b>300,834</b>	<b>(50,125)</b>	<b>(506,477)</b>

**Fayetteville A P Commission**  
**Statement of Budget, Revenue and Expense**  
 May YTD 2015

**FAYETTEVILLE A & P**

	2015	May Year to Date		2014	2015			2014
	Annual Budget	Budget	Actual	YTD Actual	Balance of Budget	Monthly Budget	Monthly Actual	Month
<b>Revenue</b>								
40000 · Hotel, Motel, Restaurant Taxes	2,775,419	1,118,623	1,185,880	1,050,367	1,589,539	243,181	258,262	234,460
40200 · PY Hotel, Motel, Restaurant Tax	0	0	20,351	35,380	(20,351)	0	100	1,638
40600 · Rental Income	0	0	0	0	0	0	0	0
40601 · Incidentals	0	0	0	0	0	0	0	0
40602 · Alcohol Sales	0	0	0	0	0	0	0	0
40603 · Incidentals Tax	0	0	0	0	0	0	0	0
40700 · 1st Thursday Income	0	0	0	0	0	0	0	0
40800 · Other Income	0	0	360	4,065	(360)	0	0	2,378
40900 · Roots Festival	0	0	0	0	0	0	0	0
41000 · Parking Revenue	0	0	0	0	0	0	0	0
41001 · Parking Lease	0	0	0	0	0	0	0	0
41200 · Gift Shop Sales	0	0	0	0	0	0	0	0
41300 · Visitor Store	0	0	0	0	0	0	0	0
41400 · Partership Income	0	0	0	0	0	0	0	0
41600 · Admission Revenue	0	0	0	0	0	0	0	0
41700 · Health Reimbursement	725	725	1,389	3,584	(664)	0	0	741
42000 · Special Projects	0	0	0	0	0	0	0	0
42600 · Interest Income Investments	11,850	4,950	5,726	3,422	6,124	990	1,070	1,136
42800 · Interest Income Checking	2,000	838	458	1,118	1,542	174	111	233
42900 · Visitor Guide Ad Income	30,000	20,000	0	19,581	18,381	10,000	0	1,200
43200 · LOTO Income	10,000	0	0	0	10,000	0	0	0
98000 · Transfer In	0	0	0	0	0	0	0	0
<b>Total Revenue</b>	<b>2,829,994</b>	<b>1,145,136</b>	<b>1,214,164</b>	<b>1,117,517</b>	<b>1,604,211</b>	<b>254,345</b>	<b>259,543</b>	<b>241,786</b>
<b>Expenditures</b>								
61000 · Signage-Tourism	10,400	3,000	1,855	2,079	8,545	500	214	542
61500 · Credit Card Fees	0	0	0	0	0	0	0	0
62500 · Advertising & Marketing	525,000	235,000	213,270	181,282	311,730	45,000	119,489	6,500

**Fayetteville A P Commission**  
**Statement of Budget, Revenue and Expense**  
 May YTD 2015

**FAYETTEVILLE A & P**

	2015	May Year to Date		2014	2015			2014
	Annual Budget	Budget	Actual	YTD Actual	Balance of Budget	Monthly Budget	Monthly Actual	Month
<b>Expenditures (cont.)</b>								
62600 · Printing/Brochures	150,000	30,000	17,204	27,779	132,796	10,000	6,632	9,154
62700 · Website Update	12,000	5,000	3,335	2,000	8,665	1,000	1,335	500
63000 · Accounting & Legal Fees	6,000	2,500	1,945	1,347	4,055	500	1,945	1,347
63100 · Audit Expense	11,000	9,000	9,100	8,400	1,900	9,000	9,100	0
64000 · Office Expense	2,400	1,000	1,092	946	1,308	200	151	39
64100 · Visitor Store Expense	0	0	0	0	0	0	0	0
64150 · Clinton House Gift Shop	0	0	0	0	0	0	0	0
64500 · Insurance - Building & Workers Comp	13,000	0	0	0	13,000	0	0	0
65000 · Insurance & Health Benefits	8,861	4,072	4,437	10,250	4,424	670	668	2,105
65500 · Simple IRA Match	6,182	2,477	681	1,740	5,501	485	222	348
66000 · Car Allowance	3,750	1,650	1,950	1,500	1,800	300	300	300
66500 · Telephone Expense / Internet	0	0	606	0	(606)	0	300	0
67000 · Postage & Shipping Expense	23,000	9,500	5,078	13,036	17,922	2,500	1,832	1,349
67100 · Tracking Software	0	0	252	0	(252)	0	49	0
68100 · Rent	0	0	0	0	0	0	0	0
68400 · Maintenance / Lawn	9,500	3,000	0	0	9,500	0	0	0
68500 · Repairs & Maintenance Expense	75,000	31,250	6,400	8,158	68,600	6,250	1,748	60
68600 · Peace Fountain Maintenance	7,500	3,125	0	554	7,500	625	0	0
68700 · Linens	0	0	0	77	0	0	0	0
69500 · Publication & Dues	14,000	12,000	11,619	11,294	2,381	500	0	75
70000 · Travel / Training Expense	13,595	4,500	853	234	12,742	0	0	0
70500 · Taxes & Licenses	0	0	0	486	0	0	0	0
71000 · Collections Expense	53,430	21,714	24,125	21,715	29,305	4,722	5,167	4,722
71500 · Interest Expense	0	0	0	0	0	0	0	0
72000 · Payroll Tax Expense	11,786	5,682	5,472	6,306	6,314	872	856	1,064
73000 · Convention Development	0	0	1,594	35	(1,594)	0	0	0
76500 · Contract Labor	0	0	0	0	0	0	0	0
77500 · Salaries Expense	138,650	62,264	65,338	75,279	73,312	10,083	10,890	13,605

**Fayetteville A P Commission**  
**Statement of Budget, Revenue and Expense**  
 May YTD 2015

**FAYETTEVILLE A & P**

	2015	May Year to Date		2014	2015			2014
	Annual Budget	Budget	Actual	YTD Actual	Balance of Budget	Monthly Budget	Monthly Actual	Month
<b>Expenditures (cont.)</b>								
77600 - Relocation Expense	5,000	5,000	5,000	0	0	0	0	0
78000 - Electric Utilities	0	0	0	0	0	0	0	0
78100 - Gas Utility	0	0	0	0	0	0	0	0
78200 - Water Utility	0	0	0	0	0	0	0	0
78500 - Security	0	0	0	0	0	0	0	0
78600 - Airport Advertising	9,000	4,500	3,375	4,500	5,625	0	750	0
78700 - Minor Equipment	100,000	59,000	75,747	104,896	24,253	0	0	91,568
78800 - Airport Info Booth	4,800	2,400	1,200	2,400	3,600	0	0	1,200
94300 - LOTO Special Project	10,000	0	65	0	9,935	0	0	0
95010 - 1st Thursday	0	0	0	1,900	0	0	0	0
95020 - Roots Festival	0	0	0	0	0	0	0	0
95000 - Misc. Special Projects - Other	254,556	254,556	57,742	611,143	196,814	0	23,748	527,863
95026 - Incidental Expenses	0	0	0	0	0	0	0	0
95027 - Alcohol Purchases	0	0	0		0	0	0	0
96500 - Special Funding	0	0	0	0	0	0	0	0
97000 - Bond Payments - Town Center	746,556	311,065	311,065	279,008	435,491	62,213	62,213	55,802
97100 - Trustee Expense	6,000	3,000	0	2,250	6,000	0	0	1,125
99000 - Transfer Out	599,028	500,000	160,000	65,000	439,028	0	0	50,000
<b>Total Expenditures</b>	<b>2,829,994</b>	<b>1,586,255</b>	<b>990,400</b>	<b>1,445,593</b>	<b>1,839,594</b>	<b>155,420</b>	<b>247,609</b>	<b>769,268</b>
<b>Excess of Revenues Over/(Under) Expenditures</b>	<b>0</b>	<b>(441,119)</b>	<b>223,764</b>	<b>(328,076)</b>	<b>(235,383)</b>	<b>98,925</b>	<b>11,934</b>	<b>(527,482)</b>
72500 - Depreciation Expense	0	0	26,319	0	(26,319)	0	5,264	0
<b>Revised Excess of Revenues Over/(Under) Expenditures</b>								
<b>Expenditures</b>	<b>0</b>	<b>(441,119)</b>	<b>197,445</b>	<b>(328,076)</b>	<b>(261,702)</b>	<b>98,925</b>	<b>6,670</b>	<b>(527,482)</b>

**Fayetteville A P Commission**  
**Statement of Budget, Revenue and Expense**  
 May YTD 2015

**CLINTON HOUSE**

	2015 Annual Budget	May Year to Date		2014 YTD Actual	2015			2014 Month
		Budget	Actual		Balance of Budget	Monthly Budget	Monthly Actual	
<b>Revenue</b>								
40000 - Hotel, Motel, Restaurant Taxes	0	0	0	0	0	0	0	0
40200 - PY Hotel, Motel, Restaurant Tax	0	0	0	0	0	0	0	0
40600 - Rental Income	350	0	0	0	350	0	0	0
40601 - Incidentals	0	0	0	0	0	0	0	0
40602 - Alcohol Sales	0	0	0	0	0	0	0	0
40603 - Incidentals Tax	0	0	0	0	0	0	0	0
40700 - 1st Thursday Income	0	0	0	0	0	0	0	0
40800 - Other Income	200	50	50	50	150	0	50	0
40900 - Roots Festival	0	0	0	0	0	0	0	0
41000 - Parking Revenue	0	0	0	0	0	0	0	0
41001 - Parking Lease	0	0	0	0	0	0	0	0
41200 - Gift Shop Sales	6,150	2,500	2,321	2,363	3,829	650	733	899
41300 - Visitor Store	0	0	0	0	0	0	0	0
41400 - Partership Income	0	0	0	0	0	0	0	0
41600 - Admission Revenue	13,150	5,700	5,776	5,299	7,374	2,100	1,969	2,000
41700 - Health Reimbursement	0	0	0	0	0	0	0	0
42000 - Special Projects	0	0	175	0	(175)	0	175	0
42600 - Interest Income Investments	0	0	0	0	0	0	0	0
42800 - Interest Income Checking	73	27	25	25	48	4	1	7
42900 - Visitor Guide Ad Income	0	0	0	0	0	0	0	0
43200 - LOTO Income	0	0	0	0	0	0	0	0
98000 - Transfer In	83,082	83,082	25,000	15,000	58,082	0	0	0
<b>Total Revenue</b>	<b>103,005</b>	<b>91,359</b>	<b>33,347</b>	<b>22,737</b>	<b>69,658</b>	<b>2,754</b>	<b>2,928</b>	<b>2,906</b>
<b>Expenditures</b>								
61000 - Signage-Tourism	0	0	0	0	0	0	0	0
61500 - Credit Card Fees	1,200	500	209	182	991	100	57	89
62500 - Advertising & Marketing	0	0	0	0	0	0	0	0

**Fayetteville A P Commission**  
**Statement of Budget, Revenue and Expense**  
 May YTD 2015

**CLINTON HOUSE**

	2015	May Year to Date		2014	2015			2014
	Annual Budget	Budget	Actual	YTD Actual	Balance of Budget	Monthly Budget	Monthly Actual	Month
<b>Expenditures (cont.)</b>								
62600 · Printing/Brochures	0	0	0	0	0	0	0	0
62700 · Website Update	0	0	0	0	0	0	0	0
63000 · Accounting & Legal Fees	0	0	0	0	0	0	0	0
63100 · Audit Expense	0	0	0	0	0	0	0	0
64000 · Office Expense	3,550	1,250	940	784	2,610	250	335	328
64100 · Visitor Store Expense	0	0	0	0	0	0	0	0
64150 · Clinton House Gift Shop	5,000	1,000	2,076	379	2,924	0	0	0
64500 · Insurance - Building & Workers Comp	0	0	0	0	0	0	0	0
65000 · Insurance & Health Benefits	8,139	3,350	3,340	3,413	4,799	670	668	683
65500 · Simple IRA Match	1,297	515	512	465	785	103	102	93
66000 · Car Allowance	0	0	0	0	0	0	0	0
66500 · Telephone Expense / Internet	1,270	525	586	522	684	105	82	104
67000 · Postage & Shipping Expense	0	0	0	0	0	0	0	0
67100 · Tracking Software	0	0	0	0	0	0	0	0
68100 · Rent	12,000	12,000	12,000	12,000	0	0	0	0
68400 · Maintenance / Lawn	1,000	100	498	0	502	100	459	0
68500 · Repairs & Maintenance Expense	1,500	500	85	162	1,415	0	20	0
68600 · Peace Fountain Maintenance	0	0	0	0	0	0	0	0
68700 · Linens	0	0	0	0	0	0	0	0
69500 · Publication & Dues	210	210	210	210	0	0	0	0
70000 · Travel / Training Expense	2,000	1,500	1,047	458	953	0	0	0
70500 · Taxes & Licenses	1,200	500	166	197	1,034	100	42	153
71000 · Collections Expense	0	0	0	0	0	0	0	0
71500 · Interest Expense	0	0	0	0	0	0	0	0
72000 · Payroll Tax Expense	3,868	1,535	1,414	1,331	2,454	307	261	237
73000 · Convention Development	0	0	0	0	0	0	0	0
76500 · Contract Labor	11,400	4,400	3,815	3,470	7,585	1,000	810	720
77500 · Salaries Expense	43,015	17,070	17,065	15,514	25,950	3,414	3,413	3,103

**Fayetteville A P Commission**  
**Statement of Budget, Revenue and Expense**  
 May YTD 2015

**CLINTON HOUSE**

	2015	May Year to Date		2014	2015			2014
	Annual Budget	Budget	Actual	YTD Actual	Balance of Budget	Monthly Budget	Monthly Actual	Month
<b>Expenditures (cont.)</b>								
77600 - Relocation Expense	0	0	0	0	0	0	0	0
78000 - Electric Utilities	1,483	439	434	253	1,049	85	67	0
78100 - Gas Utility	1,119	794	805	533	314	53	47	52
78200 - Water Utility	1,454	251	227	237	1,227	67	44	64
78500 - Security	300	125	110	110	190	25	22	22
78600 - Airport Advertising	0	0	0	0	0	0	0	0
78700 - Minor Equipment	2,000	1,000	772	0	1,228	0	337	0
78800 - Airport Info Booth	0	0	0	0	0	0	0	0
94300 - LOTO Special Project	0	0	0	0	0	0	0	0
95010 - 1st Thursday	0	0	0	0	0	0	0	0
95020 - Roots Festival	0	0	0	0	0	0	0	0
95000 - Misc. Special Projects - Other	0	0	125	383	(125)	0	0	383
95026 - Incidental Expenses	0	0	0	0	0	0	0	0
95027 - Alcohol Purchases	0	0	0	0	0	0	0	0
96500 - Special Funding	0	0	0	0	0	0	0	0
97000 - Bond Payments - Town Center	0	0	0	0	0	0	0	0
97100 - Trustee Expense	0	0	0	0	0	0	0	0
99000 - Transfer Out	0	0	0	0	0	0	0	0
<b>Total Expenditures</b>	<b>103,005</b>	<b>47,564</b>	<b>46,436</b>	<b>40,604</b>	<b>56,569</b>	<b>6,379</b>	<b>6,767</b>	<b>6,031</b>
<b>Excess of Revenues Over/(Under) Expenditures</b>	<b>0</b>	<b>43,795</b>	<b>(13,089)</b>	<b>(17,867)</b>	<b>13,089</b>	<b>(3,625)</b>	<b>(3,839)</b>	<b>(3,124)</b>
72500 - Depreciation Expense	0	0	0	0	0	0	0	0
<b>Revised Excess of Revenues Over/(Under) Expenditures</b>								
<b>Expenditures</b>	<b>0</b>	<b>43,795</b>	<b>(13,089)</b>	<b>(17,867)</b>	<b>13,089</b>	<b>(3,625)</b>	<b>(3,839)</b>	<b>(3,124)</b>

**Fayetteville A P Commission**  
**Statement of Budget, Revenue and Expense**  
 May YTD 2015

**TOWN CENTER**

	2015	May Year to Date		2014	2015			2014
	Annual Budget	Budget	Actual	YTD Actual	Balance of Budget	Monthly Budget	Monthly Actual	Month
<b>Revenue</b>								
40000 - Hotel, Motel, Restaurant Taxes	0	0	0	0	0	0	0	0
40200 - PY Hotel, Motel, Restaurant Tax	0	0	0	0	0	0	0	0
40600 - Rental Income	426,711	170,870	184,666	160,846	242,045	35,615	25,575	42,379
40601 - Incidentals	43,770	16,490	19,969	30,735	23,801	3,615	4,195	8,865
40602 - Alcohol Sales	33,663	13,829	22,740	0	10,923	2,810	4,825	0
40603 - Incidentals Tax	4,208	1,598	0	0	4,208	343	0	0
40700 - 1st Thursday Income	0	0	0	0	0	0	0	0
40800 - Other Income	0	0	1,231	0	(1,231)	0	0	0
40900 - Roots Festival	0	0	0	0	0	0	0	0
41000 - Parking Revenue	16,936	1,689	7,482	1,689	9,454	0	756	0
41001 - Parking Lease	12,831	5,322	9,872	5,322	2,959	250	250	250
41200 - Gift Shop Sales	0	0	0	0	0	0	0	0
41300 - Visitor Store	0	0	0	0	0	0	0	0
41400 - Partership Income	0	0	0	0	0	0	0	0
41600 - Admission Revenue	0	0	0	0	0	0	0	0
41700 - Health Reimbursement	0	0	0	0	0	0	0	0
42000 - Special Projects	12,592	3,218	1,370	(1,225)	11,222	366	1,370	0
42600 - Interest Income Investments	0	0	0	0	0	0	0	0
42800 - Interest Income Checking	721	355	390	355	331	86	89	86
42900 - Visitor Guide Ad Income	0	0	0	0	0	0	0	0
43200 - LOTO Income	0	0	0	0	0	0	0	0
98000 - Transfer In	0	0	0	0	0	0	0	0
<b>Total Revenue</b>	<b>551,432</b>	<b>213,371</b>	<b>247,720</b>	<b>197,722</b>	<b>303,712</b>	<b>43,085</b>	<b>37,060</b>	<b>51,580</b>
<b>Expenditures</b>								
61000 - Signage-Tourism	0	0	0	0	0	0	0	0
61500 - Credit Card Fees	5,814	1,804	3,089	1,804	2,725	763	689	763
62500 - Advertising & Marketing	1,000	0	0	0	1,000	0	0	0

**Fayetteville A P Commission**  
**Statement of Budget, Revenue and Expense**  
 May YTD 2015

**TOWN CENTER**

	2015	May Year to Date		2014	2015			2014
	Annual Budget	Budget	Actual	YTD Actual	Balance of Budget	Monthly Budget	Monthly Actual	Month
<b>Expenditures (cont.)</b>								
62600 · Printing/Brochures	0	0	0	0	0	0	0	0
62700 · Website Update	0	0	0	0	0	0	0	0
63000 · Accounting & Legal Fees	0	0	0	0	0	0	0	0
63100 · Audit Expense	0	0	0	0	0	0	0	0
64000 · Office Expense	5,400	2,250	2,935	1,600	2,465	450	62	15
64100 · Visitor Store Expense	0	0	0	0	0	0	0	0
64150 · Clinton House Gift Shop	0	0	0	0	0	0	0	0
64500 · Insurance - Building & Workers Comp	0	0	0	0	0	0	0	0
65000 · Insurance & Health Benefits	40,695	16,750	17,216	13,655	23,479	3,350	2,672	2,731
65500 · Simple IRA Match	5,796	2,415	2,054	1,604	3,742	483	411	321
66000 · Car Allowance	0	0	0	0	0	0	0	0
66500 · Telephone Expense / Internet	7,684	3,106	2,429	3,100	5,255	653	0	652
67000 · Postage & Shipping Expense	260	200	0	0	260	100	0	0
67100 · Tracking Software	0	0	0	0	0	0	0	0
68100 · Rent	0	0	0	0	0	0	0	0
68400 · Maintenance / Lawn	0	0	0	0	0	0	0	0
68500 · Repairs & Maintenance Expense	84,000	34,000	44,594	31,570	39,406	7,000	9,298	6,590
68600 · Peace Fountain Maintenance	0	0	0	0	0	0	0	0
68700 · Linens	28,524	11,885	10,706	11,895	17,818	2,377	1,986	1,619
69500 · Publication & Dues	0	0	0	0	0	0	0	0
70000 · Travel / Training Expense	4,000	4,000	2,608	7,093	1,392	0	0	799
70500 · Taxes & Licenses	5,000	2,416	4,686	5,186	314	2,083	3,745	3,655
71000 · Collections Expense	0	0	0	0	0	0	0	0
71500 · Interest Expense	0	0	0	0	0	0	0	0
72000 · Payroll Tax Expense	17,246	7,240	6,423	5,623	10,823	1,448	1,211	1,053
73000 · Convention Development	0	0	0	0	0	0	0	0
76500 · Contract Labor	37,400	15,580	22,123	15,789	15,277	3,116	5,942	3,148
77500 · Salaries Expense	202,784	80,470	77,279	65,975	125,505	16,094	15,219	13,195

**Fayetteville A P Commission**  
**Statement of Budget, Revenue and Expense**  
 May YTD 2015

**TOWN CENTER**

	2015	May Year to Date		2014	2015			2014
	Annual Budget	Budget	Actual	YTD Actual	Balance of Budget	Monthly Budget	Monthly Actual	Month
<b>Expenditures (cont.)</b>								
77600 - Relocation Expense	0	0	0	0	0	0	0	0
78000 - Electric Utilities	70,298	27,783	22,210	23,763	48,088	6,822	5,286	6,823
78100 - Gas Utility	12,282	8,007	9,686	6,667	2,596	708	510	709
78200 - Water Utility	8,257	3,069	3,070	3,069	5,187	795	751	795
78500 - Security	2,400	1,000	840	510	1,560	200	0	0
78600 - Airport Advertising	0	0	0	0	0	0	0	0
78700 - Minor Equipment	0	0	370	0	(370)	0	0	0
78800 - Airport Info Booth	0	0	0	0	0	0	0	0
94300 - LOTO Special Project	0	0	0	0	0	0	0	0
95010 - 1st Thursday	0	0	0	0	0	0	0	0
95020 - Roots Festival	0	0	0	0	0	0	0	0
95000 - Misc. Special Projects - Other	12,592	3,218	12,983	20,284	(391)	366	2,749	5,786
95026 - Incidental Expenses	0	0	5,321	0	(5,321)	0	503	0
95027 - Alcohol Purchases	0	0	11,420	0	(11,420)	0	942	
96500 - Special Funding	0	0	0	0	0	0	0	0
97000 - Bond Payments - Town Center	0	0	0	0	0	0	0	0
97100 - Trustee Expense	0	0	0	0	0	0	0	0
99000 - Transfer Out	0	0	0	0	0	0	0	0
<b>Total Expenditures</b>	<b>551,432</b>	<b>225,193</b>	<b>262,042</b>	<b>219,187</b>	<b>289,390</b>	<b>46,808</b>	<b>51,976</b>	<b>48,654</b>
<b>Excess of Revenues Over/(Under) Expenditures</b>	<b>0</b>	<b>(11,822)</b>	<b>(14,322)</b>	<b>(21,465)</b>	<b>14,322</b>	<b>(3,723)</b>	<b>(14,916)</b>	<b>2,926</b>
72500 - Depreciation Expense	0	0	0	0	0	0	0	0
<b>Revised Excess of Revenues Over/(Under) Expenditures</b>	<b>0</b>	<b>(11,822)</b>	<b>(14,322)</b>	<b>(21,465)</b>	<b>14,322</b>	<b>(3,723)</b>	<b>(14,916)</b>	<b>2,926</b>

**Fayetteville A P Commission**  
**Statement of Budget, Revenue and Expense**  
 May YTD 2015

**VISITOR CENTER**

	2015	May Year to Date		2014	2015			2014
	Annual Budget	Budget	Actual	YTD Actual	Balance of Budget	Monthly Budget	Monthly Actual	Month
<b>Revenue</b>								
40000 - Hotel, Motel, Restaurant Taxes	0	0	0	0	0	0	0	0
40200 - PY Hotel, Motel, Restaurant Tax	0	0	0	0	0	0	0	0
40600 - Rental Income	0	0	0	0	0	0	0	0
40601 - Incidentals	0	0	0	0	0	0	0	0
40602 - Alcohol Sales	0	0	0	0	0	0	0	0
40603 - Incidentals Tax	0	0	0	0	0	0	0	0
40700 - 1st Thursday Income	20,000	6,000	2,328	9,849	17,672	2,000	716	445
40800 - Other Income	0	0	774	2,038	(774)	0	300	245
40900 - Roots Festival	0	0	0	0	0	0	0	0
41000 - Parking Revenue	0	0	0	0	0	0	0	0
41001 - Parking Lease	0	0	0	0	0	0	0	0
41200 - Gift Shop Sales	0	0	0	0	0	0	0	0
41300 - Visitor Store	32,000	8,700	9,553	8,482	22,447	2,500	3,471	2,558
41400 - Partership Income	4,000	4,000	900	0	3,100	0	300	0
41600 - Admission Revenue	0	0	0	0	0	0	0	0
41700 - Health Reimbursement	0	0	0	0	0	0	0	0
42000 - Special Projects	0	0	0	0	0	0	0	0
42600 - Interest Income Investments	0	0	0	0	0	0	0	0
42800 - Interest Income Checking	250	110	151	72	99	20	34	6
42900 - Visitor Guide Ad Income	0	0	0	0	0	0	0	0
43200 - LOTO Income	8,600	0	0	0	8,600	0	0	0
98000 - Transfer In	515,946	500,000	135,000	50,000	380,946	250,000	0	50,000
<b>Total Revenue</b>	<b>580,796</b>	<b>518,810</b>	<b>148,706</b>	<b>70,441</b>	<b>432,090</b>	<b>254,520</b>	<b>4,821</b>	<b>53,254</b>
<b>Expenditures</b>								
61000 - Signage-Tourism	0	0	67	0	(67)	0	0	0
61500 - Credit Card Fees	2,140	825	402	698	1,738	100	118	103
62500 - Advertising & Marketing	0	0	615	509	(615)	0	314	309

**Fayetteville A P Commission**  
**Statement of Budget, Revenue and Expense**  
 May YTD 2015

**VISITOR CENTER**

	2015	May Year to Date		2014	2015			2014
	Annual Budget	Budget	Actual	YTD Actual	Balance of Budget	Monthly Budget	Monthly Actual	Month
<b>Expenditures (cont.)</b>								
62600 · Printing/Brochures	0	0	486	0	(486)	0	486	0
62700 · Website Update	0	0	0	0	0	0	0	0
63000 · Accounting & Legal Fees	0	0	0	0	0	0	0	0
63100 · Audit Expense	0	0	0	0	0	0	0	0
64000 · Office Expense	7,500	2,500	1,381	1,781	6,119	500	407	493
64100 · Visitor Store Expense	18,000	7,500	4,759	4,255	13,241	1,500	1,821	1,215
64150 - Clinton House Gift Shop	0	0	0	0	0	0	0	0
64500 · Insurance - Building & Workers Comp	0	0	0	0	0	0	0	0
65000 · Insurance & Health Benefits	65,022	26,760	19,935	10,242	45,087	5,352	3,340	2,048
65500 · Simple IRA Match	8,248	3,280	2,623	1,377	5,625	656	483	275
66000 · Car Allowance	0	0	0	0	0	0	0	0
66500 · Telephone Expense / Internet	8,650	3,250	3,313	2,636	5,337	650	655	532
67000 · Postage & Shipping Expense	0	0	82	175	(82)	0	0	17
67100 · Tracking Software	24,100	19,900	7,164	4,672	16,936	0	3,025	0
68100 · Rent	0	0	0	0	0	0	0	0
68400 · Maintenance / Lawn	0	0	0	0	0	0	0	0
68500 · Repairs & Maintenance Expense	1,850	300	871	454	979	100	77	197
68600 · Peace Fountain Maintenance	0	0	0	0	0	0	0	0
68700 · Linens	0	0	0	0	0	0	0	0
69500 · Publication & Dues	1,185	685	410	404	775	0	0	0
70000 · Travel / Training Expense	50,306	20,960	23,504	23,663	26,802	4,192	2,888	3,057
70500 · Taxes & Licenses	1,185	1,185	1,379	1,349	(194)	0	400	367
71000 · Collections Expense	0	0	0	0	0	0	0	0
71500 - Interest Expense	0	0	0	0	0	0	0	0
72000 · Payroll Tax Expense	24,769	9,850	7,507	5,750	17,262	1,970	1,457	1,112
73000 · Convention Development	58,900	24,540	28,422	23,133	30,478	4,908	3,422	7,021
76500 · Contract Labor	0	0	0	0	0	0	0	0
77500 · Salaries Expense	275,161	109,425	90,028	65,842	185,133	21,885	18,509	13,801

**Fayetteville A P Commission**  
**Statement of Budget, Revenue and Expense**  
 May YTD 2015

**VISITOR CENTER**

	2015	May Year to Date		2014	2015			2014
	Annual Budget	Budget	Actual	YTD Actual	Balance of Budget	Monthly Budget	Monthly Actual	Month
<b>Expenditures (cont.)</b>								
77600 - Relocation Expense	0	0	0	0	0	0	0	0
78000 - Electric Utilities	6,125	3,375	2,830	3,318	3,295	400	377	382
78100 - Gas Utility	0	0	0	0	0	0	0	0
78200 - Water Utility	655	300	247	290	408	50	51	51
78500 - Security	0	0	0	120	0	0	0	0
78600 - Airport Advertising	0	0	0	0	0	0	0	0
78700 - Minor Equipment	6,000	3,000	1,721	0	4,279	0	1,721	0
78800 - Airport Info Booth	0	0	0	0	0	0	0	0
94300 - LOTO Special Project	0	0	0	0	0	0	0	0
95010 - 1st Thursday	21,000	6,000	8,614	10,399	12,386	3,000	3,011	1,070
95020 - Roots Festival	0	0	0	0	0	0	0	0
95000 - Misc. Special Projects - Other	0	0	529	0	(529)	0	300	0
95026 - Incidental Expenses	0	0	0	0	0	0	0	0
95027 - Alcohol Purchases	0	0	0	0	0	0	0	0
96500 - Special Funding	0	0	0	0	0	0	0	0
97000 - Bond Payments - Town Center	0	0	0	0	0	0	0	0
97100 - Trustee Expense	0	0	0	0	0	0	0	0
99000 - Transfer Out	0	0	0	0	0	0	0	0
<b>Total Expenditures</b>	<b>580,796</b>	<b>243,635</b>	<b>206,888</b>	<b>161,067</b>	<b>373,908</b>	<b>45,263</b>	<b>42,862</b>	<b>32,050</b>
<b>Excess of Revenues Over/(Under) Expenditures</b>	<b>0</b>	<b>275,175</b>	<b>(58,182)</b>	<b>(90,626)</b>	<b>58,182</b>	<b>209,257</b>	<b>(38,041)</b>	<b>21,204</b>
72500 - Depreciation Expense	0	0	0	0	0	0	0	0
<b>Revised Excess of Revenues Over/(Under) Expenditures</b>								
<b>Expenditures</b>	<b>0</b>	<b>275,175</b>	<b>(58,182)</b>	<b>(90,626)</b>	<b>58,182</b>	<b>209,257</b>	<b>(38,041)</b>	<b>21,204</b>



OFFICE OF THE  
CITY ATTORNEY

## DEPARTMENTAL CORRESPONDENCE



Kit Williams  
*City Attorney*

Blake Pennington  
*Assistant City Attorney*

Patti Mulford  
*Paralegal*

TO: **Mayor Jordan**  
**A&P Commissioners**

CC: **City Council**  
**Casey Jones, Prosecuting Attorney**

FROM: **Kit Williams, City Attorney**

A handwritten signature in blue ink, appearing to read "Kit Williams", with a long horizontal line extending to the right.

DATE: **June 2, 2015**

RE: **Overdue HMR collection efforts**

The City Prosecutor reported on 29 active Hotel, Motel and Restaurant overdue tax collection cases for May 2015 as shown on his attached report. Six of these cases had no delinquent balance, but were still active.

The City Prosecutor's Office collected only **\$350.54** in overdue HMR taxes in May. However, year to date collections total **\$22,534.57** which equals more than \$4,500.00 per month.

Clinton K. Jones - City Prosecutor  
Brian Thomas - Deputy City Prosecutor



Mandy Finklea - Office Administrator  
prosecutor@fayetteville-ar.gov

OFFICE OF THE CITY PROSECUTOR

MEMO

**TO:** K. Williams  
Fayetteville City Attorney

**FROM:** Casey Jones  
Fayetteville City Prosecutor

**DATE:** June 1, 2015

**RE:** Status of Active HMR cases

A handwritten signature in black ink, appearing to be "CJ", written over the "FROM:" field.

\* When a Criminal Summons is issued for a violation and the Defendant subsequently pays the delinquent balance the Criminal Summons remains active and is then routinely dismissed by the Judge at arraignment if the Defendant is still current and not in violation.

- |    |  |                     |   |
|----|--|---------------------|---|
| 1. | Aquafire Restaurant<br>& Bistro<br>Business Closed | Sherri D. Simpkins  | Active Criminal Summons<br>Delinquent Balance: \$4,039.00             |
| 2. | Baller Foodtruck                                   | Kurt L. Young       | Pending Criminal Summons<br>Delinquent Balance: -0-                   |
| 3. | Bariola's Pizza<br>Business Closed                 | Mark E. Howard      | Trial Date: 3/4/15 - Settled<br>Delinquent Balance: \$1,190.00        |
| 4. | Bucks of Asia                                      | Quyen T. Ho         | Active Criminal Summons<br>Delinquent Balance: No Forms               |
| 5. | Café Delta Soul<br>Business Closed                 | Michael L. Vaughn   | Paid: -0-<br>Delinquent Balance: \$1,006.11                           |
| 6. | Dickson Street Social Club                         | Stephen J. Schleiff | Active Criminal Summons<br>Paid: -0-<br>Delinquent Balance: No Forms  |
| 7. | Domino's Pizza<br>Business Closed                  | Loyd W. Hardison    | Trial Date: 6/10/15<br>Paid: \$150.00<br>Delinquent Balance: \$590.66 |

Kit Williams

June 1, 2015

Page 2

8.	El Paso Mexican Grill & Cantina Business Closed	Martin Reyes	Active Criminal Summons Paid: -0- Delinquent Balance: \$1,003.43
9.	Guesthouse Hotel & Suites	Katherine E. Wilkerson	Active Criminal Summons Delinquent Balance: No Forms
10.	Hogwild Pizzeria Business Closed	David S. Mackey	Trial 6/10/15 Paid: -0- Delinquent Balance: No Forms
11.	Hookah Java Café & Lounge	Melanie E. Vergura	Active Criminal Summons Paid: -0- Delinquent Balance: No Forms
12.	La Finca Mexican Restaurant	Sandra L. Cisneros	Arraignment: 6/22/15 Paid: \$150.54 Delinquent Balance: No Forms
13.	Louie's Grill & Bar Business Closed	Mark S. Martinez	Paid: -0- Delinquent Balance: \$13,000.00
14.	Mama Dean's Soul Food Business Closed	Meneria D. Morrison	Active Criminal Summons Delinquent Balance: -0-
15.	Mordours Pizza	Mark E. Howard	Paid: -0- Delinquent Balance: \$550.00
16.	Order 57	Toula J. Abu-Hamdan	Active Criminal Summons Paid: -0- Delinquent Balance: -0-
17.	Pho Quyen	Quyen T. Ho	Active Criminal Summons Delinquent Balance: -0-
18.	Seafood Market Bar/Grill Business Closed	Craig E. Dowd	Trial Date: 6/17/15 Paid: \$50.00 Delinquent Balance: \$3,117.60
19.	Shanghai Chinese and China Garden Businesses Closed	Hsiao L. J. Shen	Active Contempt of Court Delinquent Balance: \$3,090.00
20.	Shipley Donuts	Sou Sokunthea	Active Criminal Summons Delinquent Balance: No Forms

Kit Williams

June 1, 2015

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21.	Sipamouane Twin Kitchen Business Closed	Jeffrey Sipamouane	Active FTAS Warrant Delinquent Balance: No Forms
22.	Stone Pony	William E. Gran	Active Criminal Summons Delinquent Balance: \$715.90
23.	Sumo Sushi & Steak Business Closed	Seung H. Kang Jong P. Park	Active Criminal Summons Active Criminal Summons Delinquent Balance: No Forms
24.	Taiwan Chinese	Yong S. Lin	Trial Date: 7/8/15 Delinquent Balance: \$1,610.00
25.	Taste Bar & Grill Business Closed	Sheryl D. Edwards	Active Criminal Summons Delinquent Balance: No Forms
26.	Thai Diner	Michael A. Khanty	Active Criminal Summons Delinquent Balance: -0-
27.	Tim's Pizza (North) Business Closed	Michael A. Stephens	Active Criminal Summons Delinquent Balance: -0-
28.	Uncle Gaylord's Business Closed	Hiram F. Brandon	Active Contempt Delinquent Balance: \$508.12
29.	WOW Japanese Bistro Business Closed	Chong N. Kim	Active FTA Warrant Delinquent Balance: \$2,527.00

**TOTAL: \$350.54**

# Fayetteville Town Center, Manager's Activity Report

May 1, 2015 to May 31, 2015

## Sales:

	MAY 2014(base)	MAY 2015	Month % Change	YTD 2014	YTD 2015	YTD % Change
<b>Sales</b> (# Returned contracts by log date – GL)	13	7	(46%)	83	56	(33%)
<b>Complete Events</b> (Paid/Sponsored)	25	26	4%	102	122	20%
<b>Sales</b> (\$ Returned contracts by log date – GL)	\$34,515.00	\$17,200.00	(50%)	\$205,606.48	\$131,591.04	(36%)
<b>Collections</b> (\$ - Payment Log)	\$42,003.63	\$35,989.26	(14%)	\$229,945.44	\$210,764.33	(8%)
<b>\$ Executed Contracts</b>	\$28,630.38	\$22,800.00	(20%)	\$231,605.38	\$209,635.90	(9%)
<b>Average per event (\$ Sales / # Sales)</b>	\$2,655.00	\$2,457.14	(7%)	\$2,477.19	\$2,349.84	(5%)

## Operations Items

- Steps to be repaired
- Locking bollards
- Loading dock steps made into loading ramp – getting quote

## Coordination

- **Storms Orthodontics** – May 1, 2015
- **Natural State of Health** – May 2, 2015
  - The Natural State of Health brought local healthcare practitioners, organizations, and businesses together. This event was open to the public which not only benefited the businesses but it also educated the community on natural products and services in our area.
- **Haas Hall Academy prom** – May 2, 2015
- **Fayetteville High school AP Testing** – May 4 – 14, 2015.
- **Graduations**
  - **University of Arkansas Law school graduation** – May 16, 2015
    - The UA Law school had 131 students graduate with their Juris Doctor degree.
  - **Haas Hall Academy graduation** – May 26, 2015
    - Haas Hall Academy had 65 seniors graduate this year.
- **Ales & Tails** – May 23, 2015
  - Ales & Tails is a local festival that celebrates a “southern delicacy – the crawfish”. Local and craft breweries donated their handcrafted beers to help celebrate the occasion. Proceeds helped fund the Arkansas Chapter of the ALS Association.

## Social Media

Month	Total Followers			
	Facebook	Pinterest	Instagram	LinkedIn
Jan	1,523	19	101	4
Feb	1,547	35	124	8
March	1,526	47	146	40
April	1,648	62	194	43

## Event List:

May 1 – Storms Orthodontics	May 10 – New Life Church	May 23 – Ales & Tails
May 2 – Haas Hall Prom	May 11 – FHS AP Testing	May 24 – New Life Church
May 2 – Natural State of Healing	May 12 – FHS AP Testing	May 26 – Haas Hall Grad.
May 3 – New Life Church	May 13 – FHS AP Testing	May 29 – Nguyen Reception
May 4 – FHS AP Testing	May 14 – FHS AP Testing	May 30 – Nguyen Reception
May 5 – FHS AP Testing	May 15 – UA Law School Grad.	May 31 – New Life Church
May 6 – FHS AP Testing	May 16 – UA Law School Grad.	
May 7 – FHS AP Testing	May 17 – New Life Church	
May 8 – FHS AP Testing	May 19 – Fortune Builders	
May 9 – Har-Ber Prom	May 19 – Fred Pryor	

## Event Breakdown

UA – 8%	Corp – 12%	Non-Profit – 26%
Social – 8%	Educational – 46%	

## Sales Leads By Sales Manager

<b>JULIE</b>	<b>Meeting Dates</b>	<b>Decision Date</b>	<b>Attend</b>	<b>Peak</b>	<b>Rooms</b>	<b>\$ Value</b>
<b>May 2015</b>						
Arkansas Parks and Tourism Commission Monthly Meeting	04/21/2015 04/22/2015		25	12	12	6,177
<b>Sub-Total for May</b>	<b>1 Meetings</b>		<b>25</b>		<b>12</b>	<b>\$6,177</b>
<b>Sub-Total for JULIE</b>	<b>1 Meetings</b>		<b>25</b>		<b>12</b>	<b>\$6,177</b>
<b>MARLO</b>						
<b>MARLO</b>	<b>Meeting Dates</b>	<b>Decision Date</b>	<b>Attend</b>	<b>Peak</b>	<b>Rooms</b>	<b>\$ Value</b>
<b>May 2015</b>						
Pitch-for-the-Cure	06/05/2015 06/07/2015		3,500	350	700	1,297,065
FayRo Charity Softball Classic	06/12/2015 06/14/2015		1,000	200	400	370,590
FHS Volleyball Challenge	09/11/2015 09/12/2015		500	50	50	123,530
Outback in the Ozarks	10/09/2015 10/11/2015		100	10	10	37,059
<b>Sub-Total for May</b>	<b>4 Meetings</b>		<b>5,100</b>		<b>1,160</b>	<b>\$1,828,244</b>
<b>Sub-Total for MARLO</b>	<b>4 Meetings</b>		<b>5,100</b>		<b>1,160</b>	<b>\$1,828,244</b>
<b>GRAND TOTAL</b>	<b>5 Meetings</b>		<b>5,125</b>		<b>1,172</b>	<b>\$1,834,421</b>

### Completions by Meeting Date

May 2015	Rep	Meeting Dates	Completion	Attend	Peak	Block Pickup	\$ Value
Friends International	JULIE	05/07/2015 05/07/2015	06/01/2015	90	0	0 0	\$11,118
Mercy Joplin Volunteers	JULIE	05/07/2015 05/07/2015	06/01/2015	53	0	0 0	\$6,547
Arkansas Activities Association 7A State Baseball Playoffs HQ: Multiple Hotels	MARLO	05/14/2015 05/16/2015	05/26/2015	500	50	100 98	\$185,295
AAO MAYB NWA Classic HQ: Multiple Hotels	MARLO	05/15/2015 05/17/2015	05/26/2015	1,000	100	200 66	\$370,590
Good to Go with Patti Beth	JULIE	05/19/2015 05/19/2015	06/01/2015	45	0	0 0	\$5,559
Arkansas Activities Association Weekend of Champions HQ: Multiple Hotels	MARLO	05/21/2015 05/24/2015	05/28/2015	13,500	200	600 394	\$4,941,200
<b>Total for May</b>		<b>6 Groups</b>				<b>Blocked Picked Up % Picked Up</b>	<b>900 558 62.00%</b>
<b>Total for 2015</b>		<b>6 Groups</b>				<b>Blocked Picked Up % Picked Up</b>	<b>900 558 62.00%</b>

**Definite Bookings By Sales Manager**

**JULIE**  
**May 2015**

Fayetteville Advertising and Promotion Commission  
Info Trac Training

	<b>Meeting Dates</b>	<b>Attn</b>	<b>Peak</b>	<b>Rooms</b>	<b>\$ Value</b>
	05/17/2015	1	1	3	494
	05/20/2015				
<b>Sub-Total for May</b>	<u>1</u>	<u>1</u>		<u>3</u>	<u>\$494</u>
<b>Sub-Total for JULIE</b>	<u>1</u>	<u>1</u>		<u>3</u>	<u>\$494</u>

**MARLO**  
**May 2015**

AAO  
4 Corners Elite Basketball Tournament  
FayRo Charity Softball Classic  
  
FHS Volleyball Challenge

	<b>Meeting Dates</b>	<b>Attn</b>	<b>Peak</b>	<b>Rooms</b>	<b>\$ Value</b>
	05/30/2015	750	100	100	185,295
	05/31/2015				
	06/12/2015	1,000	200	400	370,590
	06/14/2015				
	09/11/2015	500	50	50	123,530
	09/12/2015				
<b>Sub-Total for May</b>	<u>3</u>	<u>2,250</u>		<u>550</u>	<u>\$679,415</u>
<b>Sub-Total for MARLO</b>	<u>3</u>	<u>2,250</u>		<u>550</u>	<u>\$679,415</u>
<b>GRAND TOTAL</b>	<u>4</u>	<u>2,251</u>		<u>553</u>	<u>\$679,909</u>

# **MAY, 2015 FAYETTEVILLE VISITORS BUREAU**

## **1601 NAMES/ADDRESSES MAILED**

INSIDERS GUIDES - 1616  
ALE PASSPORT - 166  
MOTORCYCLE - 200  
APT FINDER - 1  
TRAILS GUIDE - 13  
CITY MAP - 116  
EVENTCAL - 5  
NATA GUIDE - 1  
HISTORICALWALK - 6  
CLINTON HOUSE - 100

## **TOTAL PAMPHLETS MAILED - 2224**

### **MAILED BY SOURCE:**

ARKANSAS.COM GROUP TRAVEL - 118  
EMAIL/MAIL REQUESTS - 141  
MIDWEST LIVING - 580  
SOUTHERN LIVING - 328  
TEXAS MONTHLY - 92  
TRAVELGUIDESFREE.COM - 232  
TRAVELINFORMATION.COM - 110

### **MAILED BY STATE:**

AK - 1  
AL - 36  
AR - 91  
AZ - 14  
CA - 27  
CO - 9  
CT - 7  
DC - 1  
FL - 70  
GA - 36  
HI - 1  
IA - 46  
ID - 2  
IL - 120  
IN - 57  
KS - 47  
KY - 14  
LA - 38  
MA - 2  
MD - 16  
MI - 68  
MN - 50  
MO - 110  
MS - 46  
MT - 4  
NC - 28

ND - 4  
NE - 19  
NH - 2  
NJ - 12  
NM - 4  
NV - 4  
NY - 22  
OH - 83  
OK - 67  
OR - 3  
PA - 31  
SC - 13  
SD - 4  
TN - 98  
TX - 191  
UT - 3  
VA - 26  
WA - 6  
WI - 52  
WV - 6  
WY - 2

06/05/15  
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## Fayetteville Visitor's Center Sales Date Comparison

Department	5/1/2015 to 5/31/2015			5/1/2014 to 5/31/2014			
	Qty	So	Ext Cost	Ext Price	Qty	So	Ext Price
	0		0.00	0.00	2		1.75
Accessories	5		41.00	85.90	4		31.00
Books	21		298.32	379.23	9		199.87
Clothing	13		119.00	196.00	25		386.72
Consignment	13		203.90	251.45	14		298.98
Fayettechill	2		28.50	60.00	26		697.49
Food Accessories	31		145.15	316.86	0		0.00
Jewelry	5		25.00	61.75	0		0.00
Local Food & Drink	130		317.92	545.07	33		67.09
Local Non-Food	104		262.78	481.04	65		579.50
Postcard	228		32.83	58.50	153		38.69
Razorback	34		163.43	350.53	38		269.25
Sili Pints	7		42.00	70.00	10		100.00
Vendor Fees	8		0.00	255.00	0		0.00
	<b>601</b>		<b>1,679.83</b>	<b>3,111.33</b>	<b>379</b>		<b>2,670.34</b>

06/05/15  
6:33 PM

## Fayetteville Visitor's Center Inventory Summary With Sales

Date: 5/1/2015 to 5/31/2015

Department	Inventory		Sold	
	Ext Price	Qty	Ext Price	Qty
	0.00	0	0.00	0
Accessories	457.55	32	85.90	5
Books	913.83	44	379.23	21
Clothing	1,076.00	55	196.00	13
Consignment	2,319.26	100	251.45	13
Cooking with the Clintons	0.00	0	0.00	0
Fayettechill	190.00	6	60.00	2
Food Accessories	535.55	44	316.86	31
Holiday	1,622.95	208	0.00	0
Jewelry	214.25	17	61.75	5
Local Food & Drink	1,595.94	439	545.07	130
Local Non-Food	3,309.18	822	481.04	104
Postcard	923.25	3,720	58.50	228
Razorback	2,652.70	251	350.53	34
Sili Pints	3,630.00	363	70.00	7
Vendor Fees	(4,950.00)	-18	255.00	8
	<b>14,490.46</b>	<b>6,083</b>	<b>3,111.33</b>	<b>601</b>

06/06/15  
2:47 PM

### Clinton House Museum Sales Date Comparison

Department	5/1/2015 to 5/31/2015			5/1/2014 to 5/31/2014		
	Qty So	Ext Cost	Ext Price	Qty So	Ext Cost	Ext Price
ADMISSION	310	0.00	1,862.00	224	0.00	1,793.00
BASEBALL	0	0.00	0.00	1	6.04	8.95
BBQ SAUCE	1	3.60	4.50	0	0.00	0.00
BOOK	15	100.78	153.94	16	62.04	129.54
BUMPER STICKER	3	3.95	6.25	4	3.80	9.00
BUTTON	7	3.00	19.75	4	6.90	10.00
CARD	3	2.25	7.50	0	0.00	0.00
CARD DECK	0	0.00	0.00	1	5.97	9.95
CD	1	9.00	15.00	0	0.00	0.00
CHARM	0	0.00	0.00	1	6.00	10.00
COASTER	2	11.92	15.90	0	0.00	0.00
COINPURSE	0	0.00	0.00	1	3.57	5.95
COOKIE CUTTER	2	1.40	3.50	4	2.66	7.00
DONATION	1	0.00	50.00	1	0.00	50.00
DVD	2	22.80	38.00	0	0.00	0.00
FANDEX	1	6.57	10.95	0	0.00	0.00
FLASHCARDS	1	10.46	13.95	0	0.00	0.00
MAGNET	28	35.30	88.30	29	33.72	88.80
MUG	1	7.46	9.95	2	14.92	19.90
NECKLACE	0	0.00	0.00	1	2.00	3.00
PAPERDOLLS	2	9.58	15.98	0	0.00	0.00
PEN	0	0.00	0.00	1	5.37	8.95
PIN	1	2.93	3.95	4	12.72	17.90
PLACEMAT	1	3.72	4.99	0	0.00	0.00
POSTCARD	33	8.25	16.50	26	6.50	26.00
POSTER	0	0.00	0.00	1	2.37	3.95
STICKER	2	0.30	2.00	0	0.00	0.00
TIE	0	0.00	0.00	1	15.00	25.00
TOY	2	17.92	23.90	0	0.00	0.00
TSHIRT	8	77.19	157.70	7	23.47	143.70
	<b>427</b>	<b>338.38</b>	<b>2,524.51</b>	<b>329</b>	<b>213.05</b>	<b>2,370.59</b>

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### Clinton House Museum Inventory Summary With Sales

Date: 5/1/2015 to 5/31/2015

Department	Inventory		Sold	
	Ext Price	Qty	Ext Price	Qty
Book	4,271.55	270	0.00	0
Bumper Sticker	639.90	292	0.00	0
Buttons	390.80	158	0.00	0
Card	294.65	260	0.00	0
Card Ray Hopper	207.50	83	0.00	0
Cookie Cutter	45.20	24	0.00	0
Dana Tiger	55.00	5	0.00	0
Magnet	486.35	181	0.00	0
Novelties	3,696.71	506	0.00	0
Photo	532.50	213	0.00	0
Pin	300.05	45	0.00	0
Plush	114.50	12	0.00	0
Post Card	187.95	179	0.00	0
Poster	92.90	20	0.00	0
Puzzle	316.95	25	0.00	0
Seeds	19.95	7	0.00	0
T-Shirt	2,140.90	140	0.00	0
	<b>13,793.36</b>	<b>2,420</b>	<b>0.00</b>	<b>0</b>

**2015 FAPC Monthly Agency Report**

	January	February	March	April	May	June	July	August	September	October	November	December	Total YTD
<b>Guide Requests</b>													
Advertising	274	726	507	1,464	1,616								4587
Website	79	75	72	98	116								440
Web Downloads	52	59	111	74	80								376
Web Views	261	198	190	225	173								1047
<b>Total</b>	<b>666</b>	<b>1,058</b>	<b>880</b>	<b>1,861</b>	<b>1,985</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>6450</b>
<b>BAR Searches</b>													
Current Month	527	559	831	821	707								3445
Previous Year	334	334	488	661	625								2442
YOY % Change	+ 58 %	+ 67 %	+ 70 %	+ 24 %	+ 13 %	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	+ 41 %
<b>Web Traffic</b>													
Total Users	13,879	12,773	15,798	14,449	19,244								76,143
Previous Year	10,980	8,169	14,208	12,136	14,905								60,398
YOY % Change	+ 26 %	+ 56 %	+ 11 %	+ 19 %	+ 29 %	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	+ 26 %
Total Sessions	16,193	15,029	19,061	17,087	22,530								89,900
Previous Year	12,712	9,599	16,497	13,973	17,293								70,074
YOY % Change	+ 27 %	+ 57 %	+ 16 %	+ 22 %	+ 30 %	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	+ 28 %
<b>Target States</b>													
<b>Arkansas</b>	<b>7,276</b>	<b>6,417</b>	<b>7,570</b>	<b>7,562</b>	<b>9,853</b>								<b>38,678</b>
Previous Year	5,558	4,248	7,586	5,985	6,798								30,175
	31%	51%	0%	26%	45%								28%
<b>Oklahoma</b>	<b>1,961</b>	<b>1,480</b>	<b>2,035</b>	<b>1,938</b>	<b>2,070</b>								<b>9,484</b>
Previous Year	1,257	1,090	2,497	1,896	2,157								8,897
	56%	36%	-19%	2%	-4%								7%
<b>Texas</b>	<b>1,147</b>	<b>1,277</b>	<b>1,833</b>	<b>1,769</b>	<b>2,985</b>								<b>9,011</b>
Previous Year	1,502	839	1,274	1,034	1,320								5,969
	-24%	52%	44%	71%	126%								51%
<b>Missouri</b>	<b>839</b>	<b>904</b>	<b>1,124</b>	<b>885</b>	<b>1,106</b>								<b>4,858</b>
Previous Year	780	541	878	701	782								3,682
	8%	67%	28%	26%	41%								32%
<b>Tennessee</b>	<b>619</b>	<b>470</b>	<b>691</b>	<b>617</b>	<b>823</b>								<b>3,220</b>
Previous Year	216	154	444	422	515								1,751
	187%	205%	56%	46%	60%								84%
<b>Organic Search Traffic</b>													
Current Month	12,860	11,584	14,717	13,668	16,290								69,119
Previous Year	8,344	6,510	10,658	9,319	11,572								46,403
YOY % Change	+ 54 %	+ 78 %	+ 38 %	+ 47 %	+ 41 %	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	+ 49 %
<b>Paid Search Traffic</b>													
Current Month	542	366	493	518	739								2658
Previous Year	0	0	93	659	706								1458
YOY % Change	n/a	n/a	+ 430 %	- 21 %	+ 5 %								+ 45 %

\* 243 additional guides were requested by the UofA Grad school for marketing purposes in March.