

**Fayetteville Advertising and
Promotion Commission
January 30, 2022**

Location: Fayetteville Town Center, 15 W. Mountain Street

Commissioners: Todd Martin, Chair, Tourism & Hospitality Representative
Katherine Kinney, Tourism & Hospitality Representative
Chrissy Sanderson, Tourism & Hospitality Representative
Elvis Moya, Tourism & Hospitality Representative
Andrew Prysby, Commissioner at-large
Sarah Bunch, City Council Representative
Sonia Harvey, City Council Representative

Staff: Molly Rawn, CEO

Agenda

- I. Call to order at 2:00 p.m.
- II. Old Business
 - A. Review and approval of December 2022 minutes.
- III. New Business
 - A. Vote. Appointment of a commission chairperson. *In accordance with our by-laws, a chairperson must be voted on by the active commissioners at the first meeting of every year. The chair serves a one-year term.*
 - B. CEO Report. An executive overview of the previous month
 - C. Financial Report. Jennifer Walker, Vice President of Finance
 - D. Marketing Report. Sarah King, Vice President of Marketing and Communication
 - E. Downtown Initiatives Update. Kelly Rich, Director of Downtown Initiatives
 - F. Vote. Fayetteville Town Center capital purchase. *Staff is seeking authority to accept a quote from Mity Lite for new tables for \$48,079.26 Memo Attached.*
 - G. Vote. Walker Stone House, A Space for Music proposal. *The CEO is recommending developing a lease agreement with Folk School Fayetteville for the Walker Stone House and a \$30,000 financial investment. Memo Attached.*
 - H. Additions to the agenda may be added upon request from a majority of the commissioners.
- IV. Adjourn

Fayetteville Advertising and Promotion Commission
Minutes November 28, 2022
Fayetteville Town Center

Commissioners Present: Chair Todd Martin, Tourism & Hospitality Representative
Elvis Moya, Tourism & Hospitality Representative
Andrew Prysby, Commissioner at-large
Sarah Bunch, City Council Representative * Virtual attendance
Chrissy Sanderson, Tourism & Hospitality Representative

Commissioners Absent: Katherine Kinney, Tourism & Hospitality Representative

Staff: Molly Rawn, CEO; Jennifer Walker, VP of Finance; Ashley Cane, Director of Brand Strategy

I. Chair Martin called the meeting to order at 2:08 pm.

II. Old Business

- A. Chair Martin asked commissioners to review the October minutes and asked if there were any additions or revisions. Hearing none, he stated that the minutes stood approved.
- B. Chair Martin asked to submit an agenda item concerning voting to approve the 2022 \$200,000 expenditure for the TheatreSquared pledge.

Discussion concerning the financial impact of paying this commitment in this fiscal year or next fiscal year ensued. Other discussion occurred concerning TheatreSquared financials and also a letter from TheatreSquared's leadership to the A&P Commission. Additionally, CEO Rawn shared an overview of a conversation she and Todd Simmons, TheatreSquared's board president, had in which they both agreed that an in person meeting would be helpful to improve communication and to discuss the request by A&P Commissioners concerning the A&P Commission having a seat on the board of TheatreSquared. Other comparable situations regarding board seats were discussed and the commission members discussed the overall situation concerning funding, timing, and ensuring the commission is being a good steward of the funds.

After more discussion, commissioners asked CEO Rawn to re-state her proposed approach to this funding situation. CEO Rawn stated that the commission could authorize her to fulfill the 2022 budgeted pledge amount of \$200,000 and authorize her and a commissioner to attend an upcoming TheatreSquared board meeting to discuss items the commission wants to put in place before we authorize expending the 2023 pledge. With regards to the 2023 budget, the commission could draft language to have a check point so that the pledge to TheatreSquared is voted on before it's dispersed in 2023.

Chair Martin reiterated that his understanding of having a checks and balances process in place would be to ensure the commission was best able to meet the needs of organizations who were promoting tourism and that he could not support a vote to allocate the 2022 pledge with the current information TheatreSquared has provided us.

Commissioner Sanderson made a motion to approve the 2022 disbursement of funding to TheatreSquared and to also create some of the guidelines that CEO Rawn set forth regarding the 2023 funding. Commissioner Bunch seconded it. Motion passed 4-1 with Chair Martin voting no.

III. New Business

A. CEO's Report. Molly Rawn, CEO

CEO Rawn began by introducing two new team members, Sarah King who is serving as our Vice President of Marketing and Communications and Kelly Rich who is serving as our Director of Downtown Initiatives. Both team members have hit the ground running and we are so glad to have both on board.

What to expect in the coming months:

December: we will only meet if we need to approve the 2023 budget and we will arrange a specific date to do so.

January: we will appoint or reappoint, per our bylaws, a commission chair who will serve for the year.

March: we will have one of our tourism and hospitality representative commissioner positions be open for appointment or reappointment as Commissioner Kinney's current term expires 3-31. One of the requirements per our bylaws for this position is that it be an owner or manager of a hotel, motel or restaurant.

Our Sales team is continuing to do good work with many events and activities listed in the CEO report including their hosting of an every other month Hospitality in a Heartbeat which has been very successful to aid in communications with our hoteliers.

In cycling, Fayetteville has been recognized by the League of American Bicyclists with the 6th most recognized Bicycle-Friendly Businesses in the country. Additionally, we have a bicycle boot camp in February where we hope to aid in adding more businesses to this list.

Our Visitors Center saw visitors from a variety of countries in October, including Brazil, Japan, Bangladesh, Poland and more. We also participated in the Fayetteville Homecoming Parade by hanging signs to cheer the high school on.

The Visitors Center also very successfully activated Vanny at the World Cup at Centennial Mountain the weekend of October 14-16.

Community Engagement highlights include a successful Lights of the Ozarks kickoff with a great parade and vendors through the week with additional or different vendors joining for the weekend. Santa is scheduled to make several visits, please

check our website to confirm his dates.

The Fayetteville Town Center has hosted 22 events since our last meeting and has every weekend in December is booked. Furthermore, the town center is promoting Air on the Square which provides air and other basic cycling tools to aid in serving cyclists. Also, the parking garage update is complete with the new pay station being installed.

In terms of HRM and lodging information, the numbers you see include September activity and do take into account the time period that would have traditionally included Bikes Blues and BBQ. You can see that lodging is up 18% compared to the month prior and overall we've had an 18% increase in HMR tax collections compared to the same period in 2021. This month's collection of \$471,436 represents the largest amount the A&P has ever collected.

Occupancy YTD is 64% which represents a 12% increase over the prior year.

B. Financial Report. Jennifer Walker, VP of Finance

Our financial statement for October is in your packet. As of the month of October, our target for both revenue and expenditures is 84% and we are hitting above that for revenue with 94% and below that with expenditures at 73%. Our HMR taxes are 10% above our targeted number, adjusted for seasonality. Our YTD net income is almost \$1,000,000 and cash and investments are up slightly at the end of October at \$4.8 million. Additionally, you'll see almost \$116,000 in unearned revenue for the town center which is business booked in 2023 and late 2022 and the town center is on target to meet its revised revenue goal for 2022. With no questions, Walker concluded her financial report.

C. Marketing Report. Ashley Cane and Mike Sells.

Director of Brand Strategy Ashley Cane began by stating that we are doing several campaigns to celebrate the 10th anniversary of the Fayetteville Ale Trail in 2023. She also pulled out a successful case study on social media which was a partnership between Experience Fayetteville and Ella's Table and was a giveaway featuring Ella's Unwined dinner and wine pairing. The numbers from this campaign are very impressive even with the campaign only being a small number of days in October. It showed a large number of new followers for this restaurant, and we look forward to doing more of this in 2023.

Cane also shared that we would have another social media influencer in December.

Mike Sells began by sharing that in the year of three Cyclo-cross events, we've seen significant traffic on our website from European countries which is not surprising given that Cyclo-cross is a very European sport. He also showed views and other metrics concerning our website and noted that the Events calendar page debuted on our website in April of this year. It is gaining traction as a go to source both locally and regionally and we've seen impressive growth in it's page views.

D. Ideals Institute with the University of Arkansas

CEO Rawn discussed the Ideals Institute proposal which includes training and

conversation over 18 months on the topics of Diversity, Equity, and Inclusion. This project includes various components such as a strategic assessment, group and individual work and time for leadership to work with Ideals team. Commissioner Moya asked more about the Scope of Work. CEO Rawn pointed out the Statement of Work and also stated that the expense was just shy of \$20,000 and we would expense half of it in the 2023 budget and the remainder in 2024.

Commissioner Sanderson asked additional questions which were answered concerning the types of training. Not only is this important to our team culture, it has a very tangible application to our outward work. With no further discussion or questions, Chair Martin asked for a motion to authorize the CEO to sign an agreement with the Ideals Institute at the University of Arkansas. Commissioner Sanderson made the motion with Commissioner Moya seconding it and it passed unanimously.

E. Window Tinting for Fayetteville Town Center

CEO Rawn discussed the memo and bid for the window tinting for the Fayetteville Town Center. Chair Martin asked for a motion to give CEO Rawn approval to accept a proposal from Architectural Glass Tinting for \$27,942.35. Commissioner Prysby made the motion with Commissioner Sanderson seconding and the motion was approved unanimously.

F. Fayetteville Town Center Utilization Services

We will be holding the proposal from Jones Lang LaSalle Americas Inc. for an optimization study and not discussing it today. Please plan to see it again early next year.

G. 2023 Budget Presentation.

CEO Rawn began by discussing the documents included in the budget presentation and called out the voting document. She then began a budget presentation which shows some of the focus areas for 2023 such as personnel which shows both an increased head count and a proposed cost of living item, it also shows a focus on capital improvements and a budget with both outflows and revenues that match at just over \$5.6 million dollars.

One of the assumptions made with this budget is a 10% growth over what we've projected to end 2022 in HMR taxes. Revenue is made up of 88% coming in from HMR taxes, 9% from the Fayetteville Town center and a smaller amount from miscellaneous items. Outflows include 34% in personnel with tourism initiatives being the second largest at 32%. Town Center operations are 12% and bond payments are also 12%.

Personnel changes include a cost-of-living adjustment of 6%, a full year of a Director of Downtown Initiatives, an additional marketing staff person and a part time facilities coordinator.

Marketing changes include new photo and video assets; a digital, not print, Visitors Guide; a heavier focus on data collection tools; and building a visitor profile and identifying our audience. We'll also celebrate the 10th anniversary of the Fayetteville Ale trail and see further activation of Vanny.

Community Investments includes funds for Clinton House Museum and also community events that would include distributions between \$500 to \$2,500. We will introduce a web-based form to use to apply for these funds.

Capital Investments include Experience Fayetteville office remodel with a focus on updated, ADA accessible bathrooms and additional office spaces and town center improvements.

Rawn turned it over to Walker to cover the fund balance which we are projecting to begin 2023 with \$5.6 million and \$695,000 in restricted funds for Cyclo-cross use. We have an operating reserve of \$1,000,000 or approximately 65 days. Walker also discussed our operating reserve which we keep at \$1,000,000. Walker also discussed the capital reserve balance and the mechanics of how we fund that.

Rawn discussed the Tourism and Client Development line-item increase, which addressed a question Commissioner Moya had. The increase is because some professional development and sales or sports items were moved from those line items to Tourism and Client Development. The line item also includes funds for a tourism master plan which may or may not be able to happen in 2023. It also includes funds for Walker Stone House if needed.

Commissioner Prysby asked about the status of the solar array project for the town center and Walker stated that it was accounted for in the budget if needed.

In reference to the voting the commission would be doing today, VP Walker pointed out that the commission would be voting to appropriate funds on three items:

- 1) The revenue and expenses of \$5,670,722 of the consolidated budget
- 2) The capital expenditures of \$638,000
- 3) The Cyclo-cross legacy funds of \$40,500

Commissioner Moya asked if there was a Downtown Initiatives budget and Rawn said there isn't a specific one included in this document but there are funds included in this budget for downtown specific items. Additionally, we have and will be following up with the city to ask for funds.

Commissioner asked about the Fayetteville Town Center lease from the city and Rawn stated that we've given our updated information to the city and we await hearing back from them.

Finally, Rawn mentioned we'd built in funds in our benefit line to possibly begin a 401K plan if we are able to move from our Simple IRA to a 401K during the upcoming calendar. It was asked if there is a bonus structure at Experience Fayetteville or Fayetteville Town Center and Rawn said there currently is not.

With no further questions, a motion was created which was worded as such: a motion to appropriate the 2023 budget funds with the following revision to the total expenditures to be \$5,470,722 with all else in the voting document remaining the same. The motion was made by Commissioner Sanderson and seconded by Commissioner Prysby. It was approved unanimously.

Chair Martin proposed that we move the January commission meeting to January 30th and no one had scheduling concerns.

Chair Moya gave a shout out to staff for the 2022 Lights of the Ozarks evening.

H. Adjourn

Chair Martin appreciated all the work the staff and commissioners did this year and requested a motion to adjourn the meeting and a motion was made by Commissioner Sanderson and seconded by Commissioner Prysby and approved unanimously. Meeting adjourned at 4:18 pm.

Minutes submitted by Amy Stockton, Director of Operations, Experience Fayetteville

Fayetteville Advertising and Promotion Commission
CEO Updates
January 2023

Commission

- Welcome to Sonia Harvey, City Council member, Ward 1 and newest member of the A&P Commission.

What to expect in the coming months:

- March: One tourism industry commissioner position open for appointment. This position is specifically to be filled by someone who is an owner or manager of a hotel, motel or restaurant. Katherine Kinney currently holds this position and is eligible for re-appointment.

Walker Stone House

- *Deer, Half Deer* public art piece by Portuguese artist Bordalo, made of reclaimed items from the landfill, is finding a new home
- Developed as a site specific work for the Walker Stone lawn in 2017, the EF team has partnered with Mount Sequoyah to relocate it to their property
- EF has engaged local artist, Eugene Sargent, to assist with the safe transport of the sculpture and to assess the stability once placed at Mount Sequoyah

Experience Fayetteville Sales

- In December, the Sales team conducted training for two new hotel sales managers and one general manager for our Extranet lead portal. We also closed the year with our final 2022 Hospitality in a Heartbeat meeting at The Inn at Carnall Hall. Our Marketing and Sales team provided insight to the state extranet to engage visitors to the state tourism website to click on Fayetteville properties.
- We have been reaching out and discussing logistics and CVB service needs with our Q1-Q2 groups including Arkansas State Press Association Conference and the American Society of Landscape Architects Summit, both in April.
- We conducted the first Hospitality in a Heartbeat hotel meetup of 2023 on January 17th. At this meetup there were four different local experience providers that spoke to our hoteliers about their businesses/organizations. Our goal was to connect each of these businesses and create synergy around potential partnerships.

Cycling

- In partnership with the Fayetteville Town Center and City staff, Experience Fayetteville will be hosting its 4th Annual Bicycle Friendly Business Bootcamp on Wednesday, February 1st, 2023. This complimentary one-day workshop is designed for Fayetteville area business owners and management teams to learn more about becoming "Bicycle Friendly" for both customers and employees. Fifteen area businesses have registered to attend.

Visitor Center Sales and Attendance for December

- VC saw 1,425 visitors in December 2022
 - 3% Increase from November 2022 (1,378)
- VC had \$7,278.02 in sales in December 2022
 - 85% Increase from November 2022 (\$3,923.48)

December – visitors from Mexico, Uruguay, Argentina, Germany, France, Japan, Nigeria, South Africa, and Netherlands

Saturday Farmers Market visitors count: (NEW Winter Hours 10am – 2pm)

December 3rd – 116

December 10th – 101

December 17th – 81

December 31st – 62

Ale Trail Passports redeemed - 3

Community Engagement

- We have started the first steps of reaching out to new potential event sponsors for First Thursday. We have drafted the First Thursday sponsorship deck that will release in the coming weeks while we solidify sponsor benefits for both Lights of the Ozarks and First Thursday with the Marketing team.
- Vanny will be a part of this year's parade of fools Mardi Gras parade. We invite all commissioners to walk with our team during the parade on Saturday, February 18th.

Fayetteville Town Center

- We have held 18 events since our meeting last November. No events were booked in January due to scheduled upgrades and maintenance to the building and booking pace. However, the remainder of the first quarter's booking pace is promising.
- The window tinting around the building is almost complete and has already improved the energy efficiency of the meeting rooms. The project will be completed next week when the final pieces are placed on the salon doors.
- Unfortunately, we were informed by the door manufacturer that there have been further delays in the arrival of our new doors. We are awaiting their estimate on the new arrival date.
- Additionally, we have spent the available time doing a hands-on inventory and cleaning all assets and rental items. We have also utilized this time to make necessary repairs to some kitchen equipment required to maintain health code compliance.

- We have also held our first exploratory meeting for the replacement of the roof and the ensuing solar panel project.
- We are making significant progress in improving the Fayetteville Town Center. We are making much-needed improvements and conducting preventative maintenance work that is more difficult to schedule when the space is busy. We will continue to work towards making it a thriving and attractive destination for all visitors.

HMR and Lodging Info

- Occupancy December 2022: 45.2%. This represents a 1.5% decrease over December 2021 and interestingly, is the same rate of occupancy for December 2019.
- Occupancy YTD 2022: 62%. This represents a 11% increase over 2021 YTD and a 5% decrease from YTD 2019.
- ADR (Average Daily Rate) December 2022 is up 10% over December 2021
 - Up 6% over December 2019
- ADR YTD 19% higher than 2021 TYD
 - 20% higher than 2019 YTD
- December lodging collections are down 13% from the prior month but show a 30% increase over December 2021 and a 48% increase from December 2019 collections.
- December restaurant collections were down 12% over the prior month but show a 3% increase from December 2021 and show a 26% increase from December 2019 collections.
- Year to date, we've had almost a 17% increase in HMR tax collections over YTD 2021 and a 4% increase in HMR tax collections over YTD 2019.

December Collection
(November Activity)

\$56,214 + \$309,903

Lodging

Restaurant

\$19,838

Prior Dues Collected

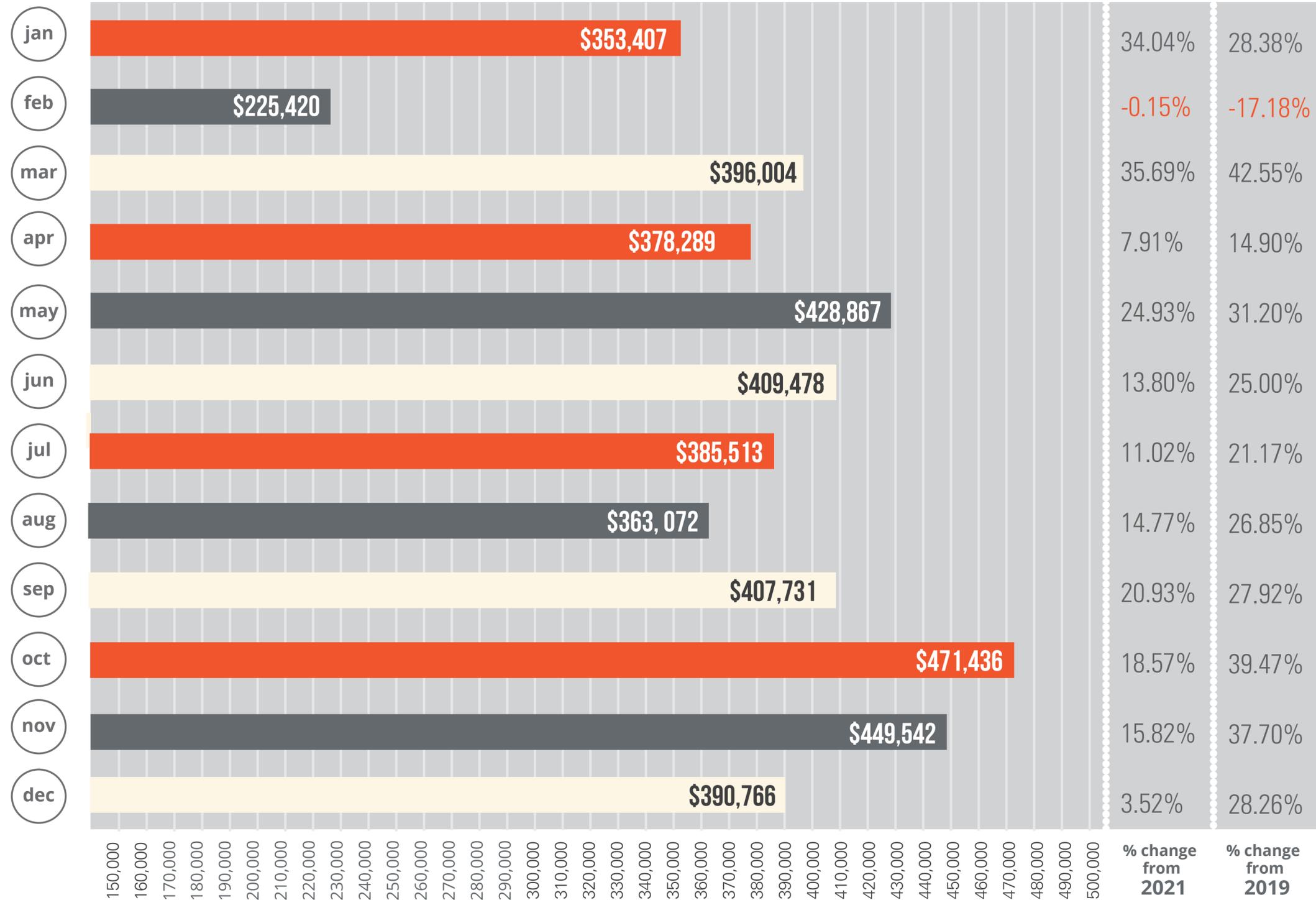
\$390,766

Total HMR Collected

Previous YTD (Jan-Nov) HMR A&P Tax Collection Totals

| 2018 | 2019 | 2020 | 2021 | 2022 |
|-----------------------------|-------------|-------------|-------------|--------------------|
| \$3,554,844 | \$3,701,187 | \$3,008,949 | \$3,998,903 | \$4,659,525 |
| 4.43% | 4.12% | -18.70% | 32.90% | 16.52% |
| % change over previous year | | | | |

Monthly A&P Tax Collections 2022**



** This represents one half of the total HMR collections. The other half supports the Parks and Recreation department.

Memo



To: Molly Rawn, CEO, Experience Fayetteville
Fayetteville Advertising & Promotion Commissioners

From: Jennifer Walker, VP Finance, Experience Fayetteville

Date: January 24, 2023

Re: Financial Statements – December 2022

This packet contains Experience Fayetteville Financial Statements for the month ended December 31, 2022. The following reports are included in the packet:

- Summary P&L Financials for month ended December 31, 2022
- Balance Sheet for month ended December 31, 2022

Target Budget December – 100%

- Revenue target 100% of budget or higher by the end of December 2022. Expenditures target 100% or lower at December 2022.

Total Revenue YTD: \$5,550,288 or 115%; We are 15% ahead of target.

Tax Receipts - \$4,659,525 (over budget by 12% ytd)

Town Center - \$519,621 (over budget by 36% ytd)

Other - \$371,143

Total Operating Expenditure YTD: \$4,522,597 or 94%; this is 6% under budget.

EF Main - \$3,634,175

Town Center - \$888,422

HMR tax – YTD December Collections (November activity) were above seasonally adjusted budget expectations by 12%.

Operating Net Income is \$1,027,691 year to date.

Fayetteville A and P Commission
Statement of Budget, Revenue and Expense
Year-to-Date @ December 31, 2022

| | CONSOLIDATED | | | |
|--|---------------------|------------------|------------------------|---------------|
| | Year-to-Date | | | |
| | Actual | Budget | Over/(Under) Budget | % of Budget |
| Revenue | | | | |
| Hotel, Motel, Restaurant Taxes Revenue | 4,659,525 | 4,154,500 | 505,025 | 112.2% |
| Rental Revenue | 475,895 | 346,000 | 129,895 | 137.5% |
| Event Revenue | 44,330 | 40,700 | 3,630 | 108.9% |
| Visitor Center Store Revenue | 70,070 | 51,200 | 18,870 | 136.9% |
| Parking Revenue | 34,739 | 33,000 | 1,739 | 105.3% |
| Advertising Revenue | 5,000 | 3,000 | 2,000 | 166.7% |
| Grant/Other Revenue | 247,925 | 182,255 | 65,670 | 136.0% |
| Interest and Investment Revenue | 12,806 | 8,250 | 4,556 | 155.2% |
| Total Revenue | 5,550,288 | 4,818,905 | 731,383 | 115.2% |
| | | | | |
| Expenses | | | | |
| Operating Expenses | | | | |
| Rental Expenses | 97,550 | 88,500 | 9,050 | 110.2% |
| Event Expenses | 94,805 | 79,450 | 15,355 | 119.3% |
| Visitor Center & Museum Store | 65,648 | 48,200 | 17,448 | 136.2% |
| Downtown Initiative | 2,950 | 100,000 | (97,050) | 2.9% |
| Personnel | 1,580,410 | 1,616,044 | (35,634) | 97.8% |
| Sales & Marketing | 955,387 | 1,134,553 | (179,166) | 84.2% |
| Office and Administrative | 683,388 | 707,773 | (24,385) | 96.6% |
| Bond Payments | 701,265 | 707,000 | (5,735) | 99.2% |
| Contribution to Capital Reserves | 100,000 | 100,000 | - | 100.0% |
| Other grants | 41,194 | 39,815 | 1,379 | 103.5% |
| TheatreSquared Contribution | 200,000 | 200,000 | - | 100.0% |
| Total Operating Expenses | 4,522,597 | 4,821,335 | (298,738) | 93.8% |
| | | | | |
| Net Operating Income/(Loss) | 1,027,691 | (2,430) | 1,030,121 | 0.0% |
| | | | | |
| Other Income | | | | |
| Unrealized Gain/(Loss) on Investments | 22,555 | | | 0.0% |
| | | | | |
| Other Expenses | | | | |
| FFE & Improvements | 483,687 | 595,000 | (111,313) | 81.3% |
| Depreciation Expense | 166,105 | | | 0.0% |
| Cost of Goods Sold | (10,445) | | | 0.0% |
| | | | | |
| Net Income/(Loss) (without CX Grants) | 410,899 | (597,430) | 985,774 | -68.8% |

Fayetteville A and P Commission
Statement of Budget, Revenue and Expense
Year-to-Date @ December 31, 2022

| | Experience Fayetteville | | | |
|--|--------------------------------|------------------|------------------------|---------------|
| | Year-to-Date | | | |
| | Actual | Budget | Over/(Under) Budget | % of Budget |
| Revenue | | | | |
| Hotel, Motel, Restaurant Taxes Revenue | 4,659,525 | 4,154,500 | 505,025 | 112.2% |
| Rental and Event Revenue | 35,626 | 37,700 | (2,074) | 94.5% |
| Visitor Center Store Revenue | 70,070 | 51,200 | 18,870 | 136.9% |
| Advertising Revenue | 5,000 | 3,000 | 2,000 | 166.7% |
| Grant & Other Revenue | 247,925 | 182,255 | 65,670 | 136.0% |
| Interest and Investment Revenue | 12,522 | 8,000 | 4,522 | 156.5% |
| Total Revenue | 5,030,667 | 4,436,655 | 594,012 | 113.4% |
| | | | | |
| Expenses | | | | |
| Operating Expenses | | | | |
| Event Expenses | 63,411 | 76,450 | (13,039) | 82.9% |
| Visitor Center & Museum Store | 65,648 | 48,200 | 17,448 | 136.2% |
| Downtown Initiative | 2,950 | 100,000 | (97,050) | 2.9% |
| Personnel | 1,117,357 | 1,134,973 | (17,616) | 98.4% |
| Sales & Marketing | 947,885 | 1,118,553 | (170,668) | 84.7% |
| Office and Administrative | 394,466 | 402,523 | (8,057) | 98.0% |
| Bond Payments | 701,265 | 707,000 | (5,735) | 99.2% |
| Contribution to Capital Reserve | 100,000 | 100,000 | - | 100.0% |
| Other Grants | 41,194 | 39,815 | 1,379 | 103.5% |
| TheatreSquared Contribution | 200,000 | 200,000 | - | 100.0% |
| Total Operating Expenses | 3,634,175 | 3,927,514 | (293,339) | 92.5% |
| | | | | |
| Net Income/(Loss) Before Other Revenue and Expenses | 1,396,492 | 509,141 | 887,351 | 274.3% |
| | | | | |
| Other Income | | | | |
| Unrealized Gain/(Loss) on Investments | 22,555 | - | 22,555 | 0.0% |
| | | | | |
| Other Expenses | | | | |
| FFE & Improvements | 122,860 | 90,000 | 32,860 | 136.5% |
| Depreciation Expense | 93,803 | | | |
| Cost of Goods Sold | (10,445) | | | |
| | | | | |
| Net Income/(Loss) | 1,212,830 | 419,141 | 771,134 | 289.4% |

Fayetteville A and P Commission
Statement of Budget, Revenue and Expense
Year-to-Date @
December 31, 2022

| | Town Center | | | |
|--|--------------------|--------------------|------------------------|---------------|
| | Year-to-Date | | | |
| | Actual | Budget | Over/(Under) Budget | % of Budget |
| Revenue | | | | |
| Rental Revenue | 475,895 | 346,000 | 129,895 | 137.5% |
| Event Revenue | 8,704 | 3,000 | 5,704 | 290.1% |
| Parking Revenue | 34,739 | 33,000 | 1,739 | 105.3% |
| Interest and Investment Revenue | 284 | 250 | 34 | 113.6% |
| Total Revenue | 519,621 | 382,250 | 137,371 | 135.9% |
| | | | | |
| Expenses | | | | |
| Operating Expenses | | | | |
| Rental Expenses | 97,550 | 88,500 | 9,050 | 110.2% |
| Event Expenses | 31,395 | 3,000 | 28,395 | 1046.5% |
| Personnel | 463,053 | 481,071 | (18,018) | 96.3% |
| Sales & Marketing | 7,502 | 16,000 | (8,498) | 46.9% |
| Office and Administrative | 288,922 | 305,250 | (16,328) | 94.7% |
| Total Operating Expenses | 888,422 | 893,821 | (5,399) | 99.4% |
| | | | | |
| Net Income/(Loss) Before Other Revenue and Expenses | (368,801) | (511,571) | 142,770 | 72.1% |
| | | | | |
| Other Expenses | | | | |
| FFE & Improvements | 360,828 | 505,000 | (144,172) | 28.5% |
| Depreciation Expense | 72,302 | | | |
| Bad Debt Expense | 6,787 | | | |
| Net Income/(Loss) | (808,718) | (1,016,571) | 214,640 | 79.6% |

Fayetteville A&P Commission

Balance Sheet

As of December 31, 2022

ASSETS

Current Assets

| | | |
|----------------------|--|-----------|
| Cash | | 3,452,444 |
| Investments | | 1,228,212 |
| Accounts Receivable | | 371,976 |
| Prepaid Expenses | | 50,905 |
| Deposits | | 28,617 |
| Visitors Guide Trade | | - |
| Inventory Asset | | 27,738 |

Total Current Assets 5,159,892

Other Assets

Capital Assets

| | |
|--------------------------|--------------------|
| Furniture & Fixtures | 121,169 |
| Equipment | 723,463 |
| EF/CVB Building | 940,410 |
| EF/CVB Land | 198,621 |
| Building Additions | 1,142,641 |
| Walker-Stone House | 1,167,218 |
| Vehicles | 122,860 |
| Construction in Progress | 104,548 |
| Accumulated Depreciation | <u>(1,525,538)</u> |

Total Other Assets 2,995,391

TOTAL ASSETS 8,155,283

LIABILITIES AND EQUITY

Current Liabilities

| | |
|------------------|---------------|
| Accounts Payable | 162,798 |
| Unearned Revenue | <u>59,256</u> |

Total Liabilities 222,055

Equity

| | |
|--------------------------------|------------------|
| Unreserved Fund Balance | 5,294,394 |
| Operating Reserve | 1,000,000 |
| Capital Reserve | 1,100,000 |
| Temporarily Restricted Funds | 382,431 |
| Net Revenue | |
| Gain/(Loss) on Investments | 22,555 |
| Net Revenue without Cyclocross | 941,257 |
| Net Revenue for Cyclocross | <u>(807,409)</u> |

Total Equity 7,933,228

TOTAL LIABILITIES AND EQUITY 8,155,283

JANUARY 2023 MARKETING REPORT



LIGHTS OF THE OZARKS

Experience Fayetteville hired local videographer Travis Kersh to get some updated aerial photos and videos of Lights of the Ozarks via drone. We're excited to show off these photos in promoting the 2023 Lights of the Ozarks.



FAYETTEVILLE RESTAURANT WEEK

Fayetteville Restaurant Week will take place February 19-25

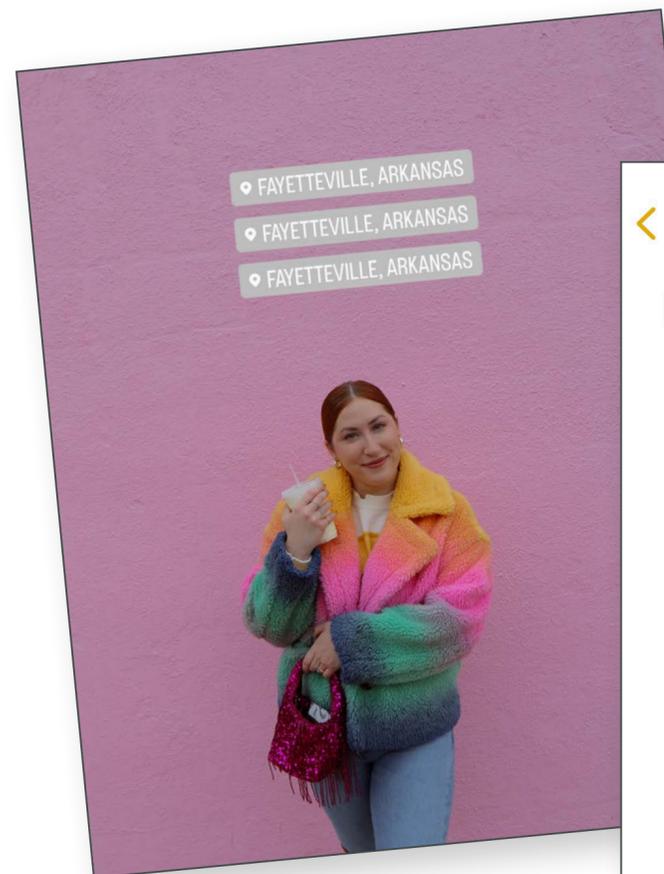
- Dine out to support our local restaurants at their slowest time of year.
- Restaurants will be creating cool specials to tempt diners.
- A spin on Dinner Rolls with a bike valet for Brunch.
- Mayor Jordan will be making a proclamation at Fayetteville's newest restaurant.

This month, we are reaching out to restaurants and helping them to think of fun specials. **In February**, we'll be shouting from the rooftops to let everyone know!



INFLUENCERS - @ADASHOFCHELS

Fayetteville hosted influencer Chelsea Battig - adashofchels based out of Oklahoma City. They dined around downtown, shopped local, enjoyed holiday pop-ups and nightlife and stayed at the Inn at Carnall Hall.



< Notes December 19, 2022 at 10:44

Eat in Fayetteville 🍷

- Ella's Table
- Hugo's
- Hammontree's
- The Farmer's Table Cafe
- Cheers at the OPO
- Sassy's Red House
- Penguin Ed's Bar-B-Que
- Gerald's
- Bocca Italian
- Smitty's Garage



< Notes December 18, 2022 at 10:55 AM

Coffee in Fayetteville

- Arsaga's
- Little Bread Company
- Doomsday
- Onyx
- Puritan

Drinks in Fayetteville 🍷

- Maxine's Tap Room
- The Piano Bar
- Theo's
- 21st Amendment



AUDIENCE

JAN 2021 VS JAN 2022

USERS:

2022: 336,914
2021: 312,865

+7.70%

NEW USERS:

2022: 337,348
2021: 311,646

+8.30%

SESSIONS:

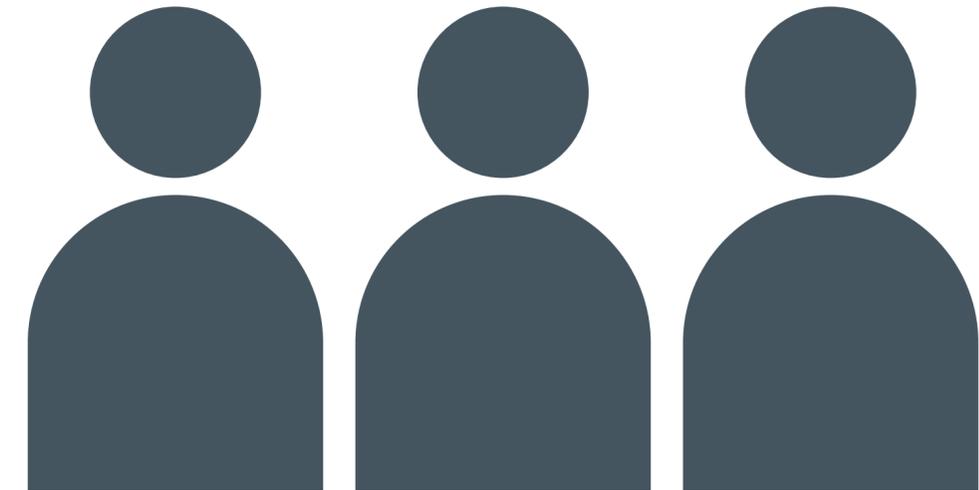
2022: 419,860
2021: 383,595

+9.50%

AGE OF SITE VISITORS

The age of website visitors was younger in 2022 than 2021.

| | 2022 | 2021 |
|-------|------|------|
| 18-34 | 41% | 41% |
| 35-54 | 40% | 37% |
| 55+ | 19% | 22% |



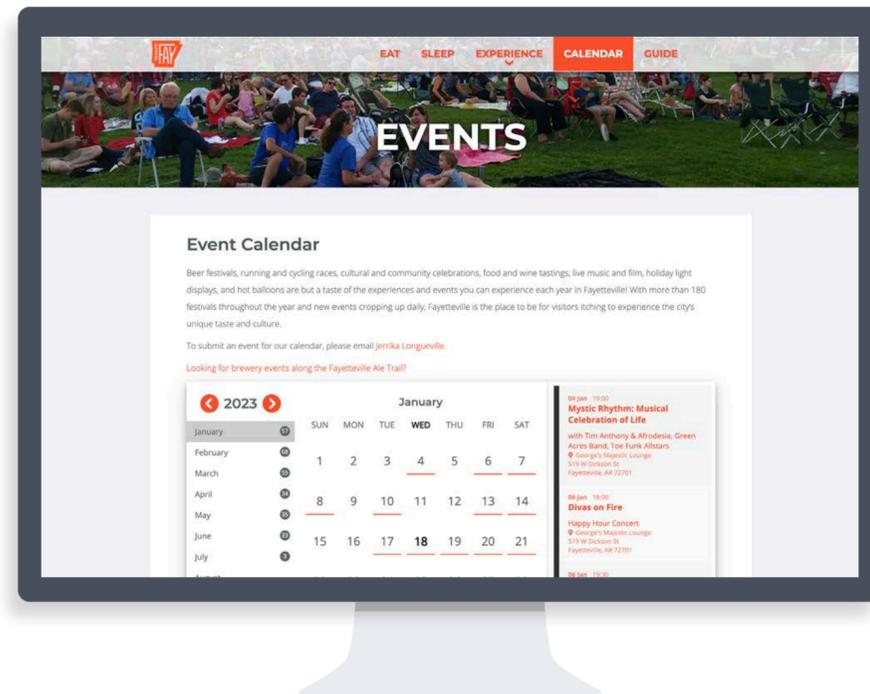
CALENDAR OF EVENTS

37,367

Pageviews (3/16-12/31)

128

Pageviews per day



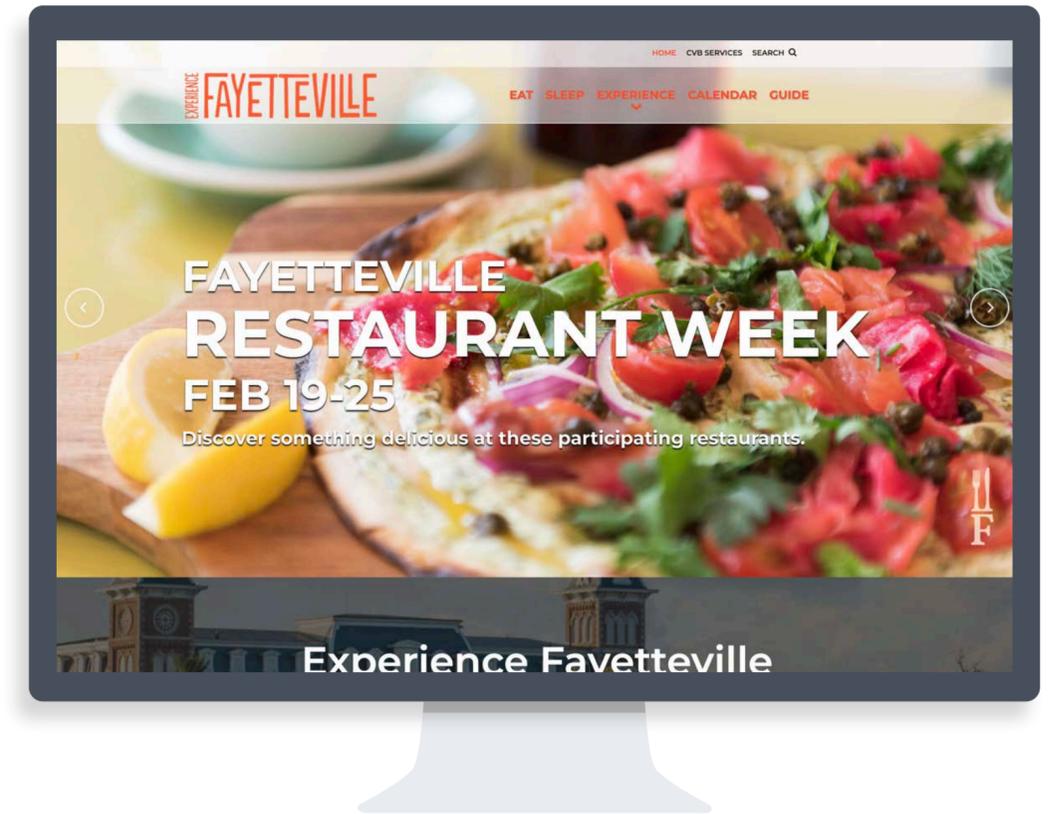
Two-thirds of visitors to the Event Calendar are outside of NWA.

Metro

| | |
|---------|------------|
| NWA | 32% |
| DFW | 12% |
| CHICAGO | 8% |
| LR | 5% |
| OKC | 3% |
| GKC | 3% |
| SFD | 2% |
| DENVER | 1% |

TOP 15 PAGES

| | Pageviews | Time on Page |
|-------------------------------|-----------|--------------|
| Homepage | 130,361 | 0:56 |
| Calendar | 37,367 | 2:00 |
| Lights of the Ozarks | 35,323 | 3:03 |
| Visitors Guide Home | 29,229 | 1:10 |
| 11 Best Things to Do | 18,744 | 4:31 |
| Experience | 16,121 | 1:20 |
| Eat | 14,753 | 1:08 |
| NWA Pride | 13,032 | 3:44 |
| Sleep | 12,439 | 1:48 |
| First Thursday | 10,973 | 2:26 |
| Visitors Guide Flipbook | 10,379 | 23:18 |
| Dickson Street | 10,256 | 1:43 |
| Outdoors | 10,081 | 1:47 |
| Shop | 8,339 | 1:21 |
| Razorback FB Schedule | 8,176 | 3:03 |



DINING GUIDE

MAY 19 LAUNCH

DINING



HAMMONTREE'S

Located in the heart of Fayetteville's Entertainment District, Hammontree's Grilled Cheese has been a local staple for years. Their sandwiches aren't your typical grilled cheese; these are gourmet, locally sourced sandwiches that come in all kinds of creative styles. From the Pig Soovie to the Ozark Monte Cristo, every grilled cheese is packed with unforgettable flavors. But that's not all...

In addition to their legendary grilled cheese, Hammontree's makes plenty of other foodie-approved dishes like hot dogs with locally made sausages, Gouda-Bacon Fries, and so much more. Hammontree's is a must-try when you're in town, so come grab a seat!

| NAME | ADDRESS | PHONE | PRICE |
|------------------------------------|----------------------|--------------|--------|
| Arsaga's in the Library | 401 W Mountain | 479-521-1993 | \$ |
| Baba Boudan's Espresso Bar | 701 N College | 479-582-9540 | \$ |
| Barnes & Noble | 4144 N College | 479-582-0045 | \$ |
| Bolder Coffee | 1947 N College | 479-442-2500 | \$ |
| Bolder Coffee | 1025 N Garland | 479-442-2500 | \$ |
| Doomsday Coffee & Roasterie | 1378 N College | 479-935-9833 | \$ |
| Jammin Java | 21 W Mountain | 479-443-2233 | \$ |
| Latte Da | 3232 N North Hills | 479-695-4103 | \$ |
| Mama Carmen's Espresso Cafe | 2850 N College | 479-521-6262 | \$ |
| Old Pine Coffee Roasters | 3775 N Mall | 870-918-5008 | \$ |
| Onyx Coffee Lab | 2418 N Gregg | 479-444-6557 | \$ |
| Puritan Coffee + Beer | 205 W Dickson | 479-856-6021 | \$ |
| Red Kite Coffee Company | 1852 N Crossover | 479-527-0690 | \$ |
| RZ's Au Bon Pain | U of A Student Union | 479-575-3232 | \$ |
| Savoy Tea Co. | 19 E Center | 479-287-4110 | \$ |
| Six Twelve Coffeehouse | 3980 W Wedington | 479-856-6382 | \$ |
| Starbucks Coffee | 2117 W MLK | 479-575-0654 | \$ |
| Starbucks Coffee | 3901 N Shiloh | 479-444-3380 | \$ |
| Starbucks Coffee | 1021 W Dickson | 479-575-4120 | \$ |
| Starbucks Coffee on U of A Campus | 2410 N College | 479-263-6978 | \$ |
| Starbucks Coffee | 3500 Black Forest | 479-439-3642 | \$ |
| FINE DINING | | | |
| Atlas | 208 N Block | 479-332-4601 | \$\$\$ |
| Bordinos | 310 W Dickson | 479-527-6795 | \$\$\$ |
| Ella's Table | 465 N Arkansas | 479-582-0400 | \$\$\$ |
| Mermaids | 2217 N College | 479-443-3737 | \$ |
| Mockingbird Kitchen | 1466 N College | 479-435-6333 | \$ |
| Theo's | 318 N Campbell | 479-527-0086 | \$\$\$ |
| Vetro 1925 | 17 E Center | 479-966-4649 | \$\$\$ |
| FOOD TRUCKS | | | |
| Bakers Wakery | 2815 W MLK | 479-420-3795 | \$ |
| Bee's Style Egg Rolls & Fried Rice | 492 W LaFayette | 479-466-9060 | \$ |
| Blazin Asian Munchies | 372 W Dickson | 479-225-8507 | \$ |
| Burton's Comfort Creamery | 372 W Dickson | - | \$ |
| Chao's Asian & American | 617 N College | 479-316-9191 | \$ |
| Chop Soovie | 2931 E Joyce | 479-409-7112 | \$ |
| Dot's Nashville Hot Chicken | 617 N College | 479-445-5885 | \$ |
| Frickin Chicken | 372 W Dickson | 479-571-0008 | \$ |
| Funktown Food Truck | 617 N College | 479-601-2990 | \$ |
| Harvest Moon Pies | 1889 N College | 479-422-1885 | \$ |
| Kiko Rice & Noodle | 758 W North | 479-317-0788 | \$ |
| Kinley's Soul Food | 4782 N College | 479-306-3633 | \$ |
| Ma Mere's | 617 N College | 479-310-5444 | \$ |
| The Mediterranean Truck | 372 W Dickson | 479-445-3324 | \$ |

1,486

Views

12%

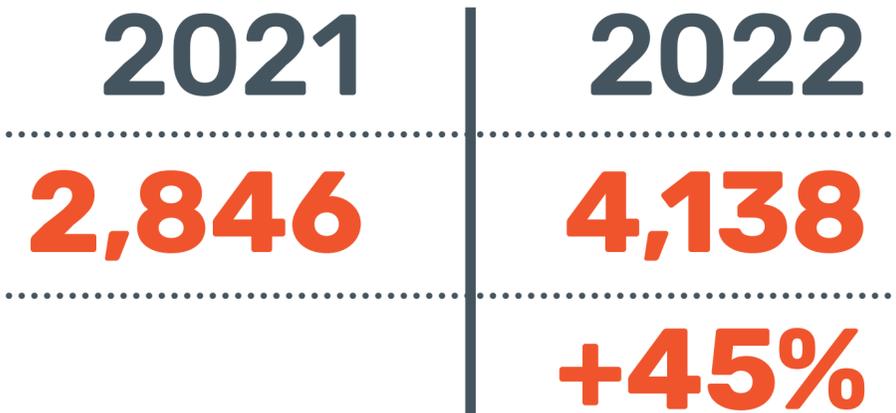
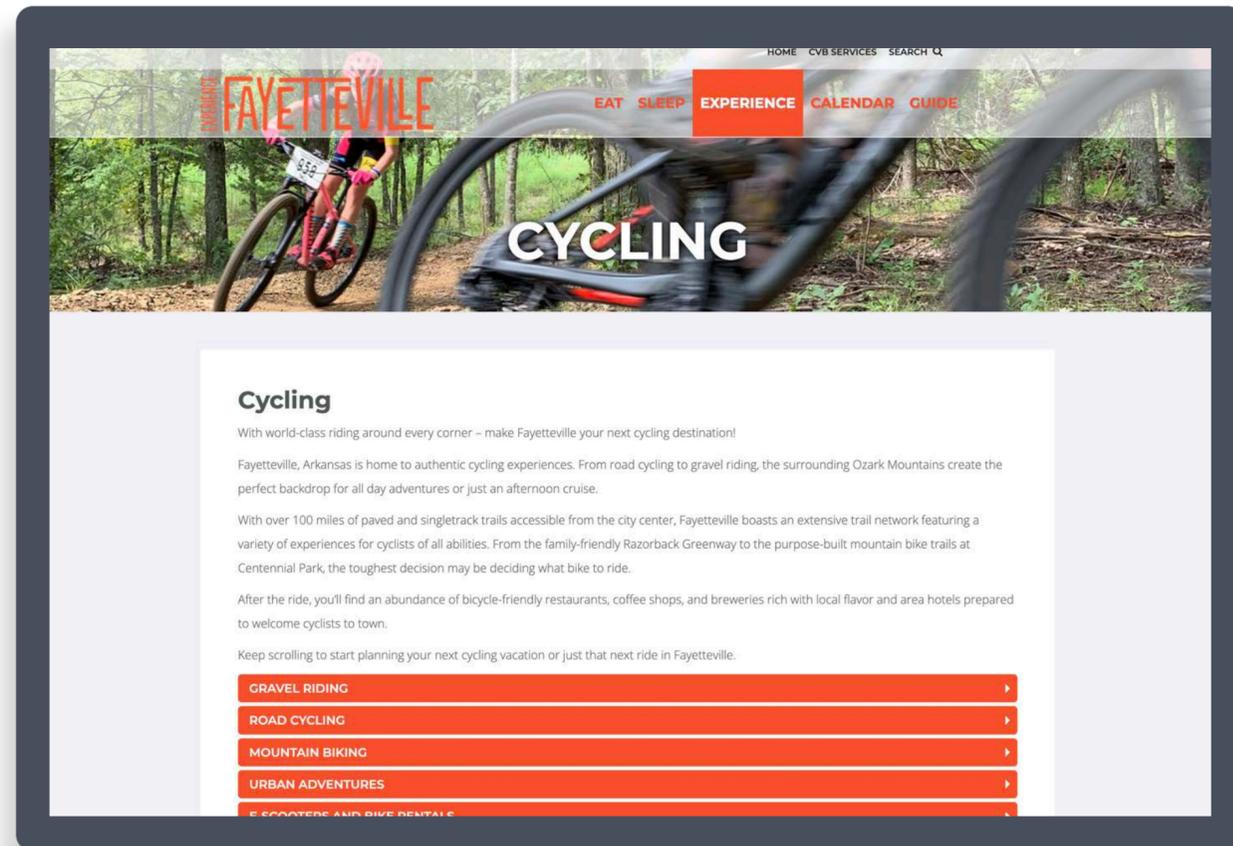
Fayetteville

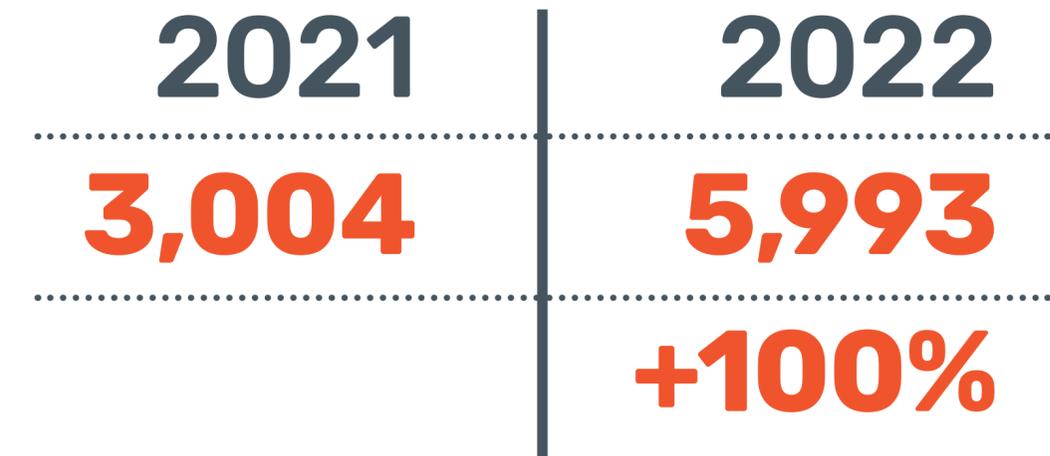
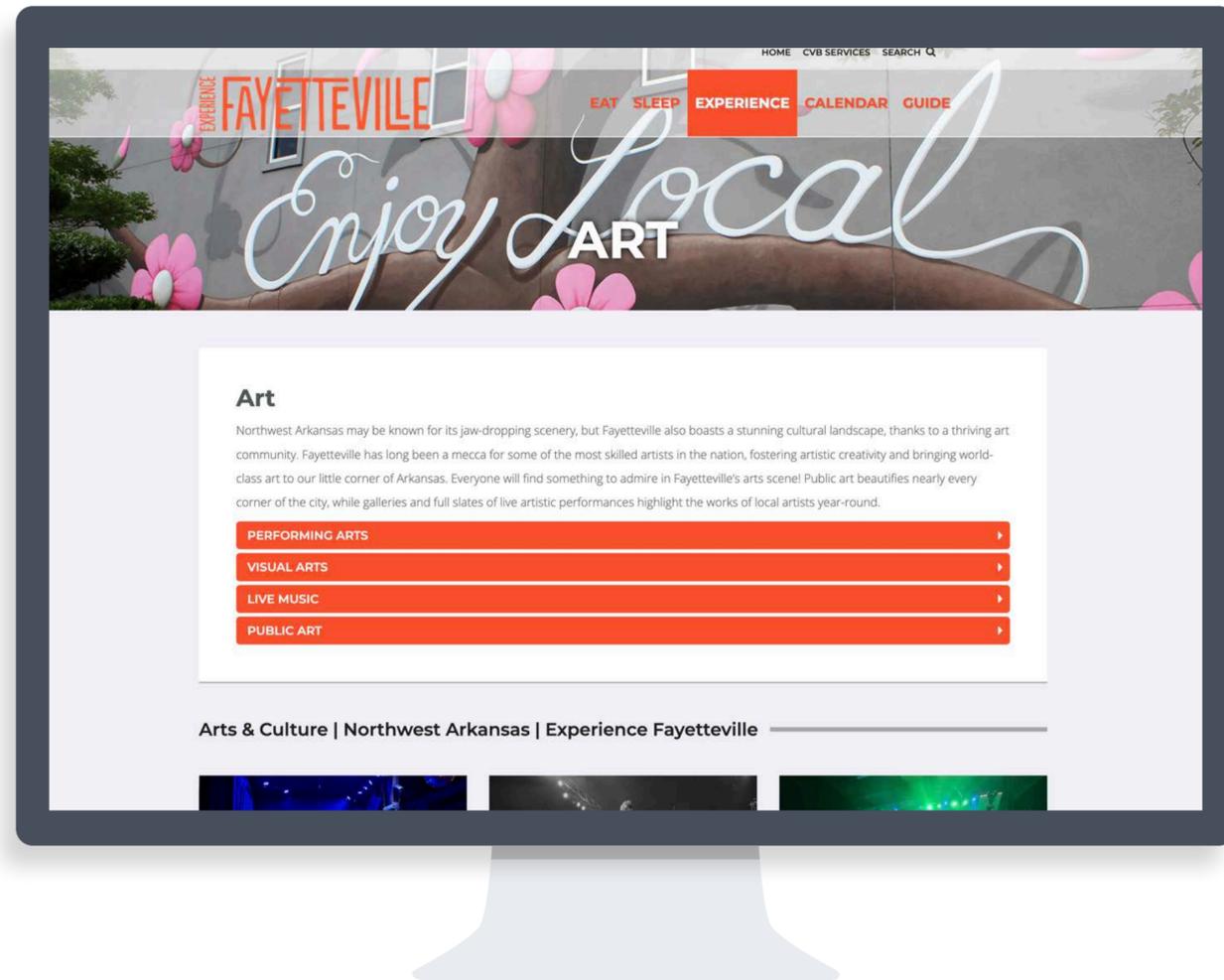
88%

Visitors

6.5/Day

CYCLING PAGE





Memo

To: Molly Rawn, CEO, Fayetteville Advertising and Promotion Commission;
Fayetteville Advertising and Promotion Commissioners

From: Tyler Wilson, General Manager, Fayetteville Town Center

Date: January 17, 2023

Re: Fayetteville Town Center Table Purchase

Background:

General Manager and FTC staff recommend the purchase of new tables for Fayetteville Town Center. The cost of the tables is \$48,079.26 and will significantly enhance the overall experience for our guests.

The current tables are damaged, do not meet the standards of our competitors, and are beyond their life cycle. Included is a detailed quote for the cost of replacing the entire inventory of 60- inch rounds and a portion of the cocktail tables to replace those damaged beyond repair.

Staff sought three quotes and is recommending the most cost-effective.

Recommendation:

The Fayetteville Town Center General Manager and the CEO recommend the commission authorize the CEO to sign the attached agreement to purchase from Mity Lite.

QUOTE ACKNOWLEDGEMENT

THIS IS NOT AN INVOICE



MITYLITE

holsag

BERTOLINI

XpressPort

Created On: 1/18/2023

Sales Quote Number: SQ39498-2

Mity Customer Number: 570987

Page: 1 Of 2

Deposit required. Amount subject to credit approval.

Bill

To: FAYETTEVILLE TOWN CENTER
Tyler Wilson
15 West Mountain
P.O. Box 4157
Fayetteville, AR 72702

Sell

To: FAYETTEVILLE TOWN CENTER
Tyler Wilson
15 West Mountain
P.O. Box 4157
Fayetteville, AR 72702

Ship

To: FAYETTEVILLE TOWN CENTER
Tyler Wilson
15 West Mountain
Fayetteville, AR 72702
United States

| Ship Via | Payment Terms | Sales Person |
|-------------------------|---------------|----------------|
| ORIGIN, Freight Prepaid | Net 30 Days | Jeremy Spencer |

| Item No. | Description | UOM | QTY | Unit Price | Total Price |
|-------------------|--|------|-----|------------|-------------|
| CT30SGY02171E0000 | CT 30 SGY D42CHR BLKT ABS ROUND TABLE 30" SLAB Top: Speckled Grey (Smooth) Bottom: Grey Trim ABS Black Leg: Knockdown with X-Base Leg/Base Color: Chrome Height: 42in. Tall Column Color: Chrome | Each | 20 | \$267.00 | \$5,340.00 |
| CRTXPKD14 | XPRESSPORT COCKTAIL CART, BLACK-GREEN FRAMENON-MARRING 6" CASTERS, WITH BRAKE XPRESSPORT COCKTAIL CART, BLACK-GREEN FRAME NON-MARRING 6" CASTERS, WITH BRAKE Freight Quote | Each | 2 | \$953.00 | \$1,906.00 |
| CT60SGB0200060000 | CT 60 SGB W29BLK ABS ROUND TABLE 60" (5FT) | Each | 80 | \$402.00 | \$32,160.00 |

Subtotal \$43,807.98
Sales Tax \$4,271.28

THANK YOU FOR CHOOSING MITY!

Quote Total \$48,079.26

Signature: _____

Date: _____

* NET Pricing Applied. * Quotes are valid for 30-days. * Delivery is Dock-to-Dock. * Sales Tax may be applicable.

* Customer is responsible for offloading order at delivery time unless otherwise prearranged.

*Freight Quotes are estimates. The Freight charge on your order, will reflect the current freight cost the day the order is placed.

* Mity, Inc. charges a 3% processing fee for all credit card payments.



MityLite Inc. P.O. BOX 732698, Dallas, TX, 75373-2698 US | PHONE 801-224-0589 ext 4200 FAX 801-224-6191

QUOTE ACKNOWLEDGEMENT

THIS IS NOT AN INVOICE



MITYLITE

holsag

BERTOLINI

XpressPort

Created On: 1/18/2023

Sales Quote Number: SQ39498-2

Mity Customer Number: 570987

Page: 2 Of 2

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To: FAYETTEVILLE TOWN CENTER
Tyler Wilson
15 West Mountain
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Fayetteville, AR 72702

Sell

To: FAYETTEVILLE TOWN CENTER
Tyler Wilson
15 West Mountain
P.O. Box 4157
Fayetteville, AR 72702

Ship

To: FAYETTEVILLE TOWN CENTER
Tyler Wilson
15 West Mountain
Fayetteville, AR 72702
United States

| Ship Via | Payment Terms | Sales Person |
|-------------------------|---------------|----------------|
| ORIGIN, Freight Prepaid | Net 30 Days | Jeremy Spencer |

| Item No. | Description | UOM | QTY | Unit Price | Total Price |
|----------|---|-----|-----|------------|-------------|
| | Top: Speckled Grey (Smooth) Bottom: Black Trim ABS Black Leg: Wishbone Leg/Base Color: Black Sand Height: 29in. Tall | | | | |

THANK YOU FOR CHOOSING MITY!

Subtotal \$43,807.98
Sales Tax \$4,271.28
Quote Total \$48,079.26

Signature: _____

Date: _____

* NET Pricing Applied. * Quotes are valid for 30-days. * Delivery is Dock-to-Dock. * Sales Tax may be applicable.
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Memo



To: Fayetteville Advertising & Promotion Commissioners
From: Molly Rawn CEO, Experience Fayetteville
Date: January 24, 2023
Re: Walker Stone House, A Space for Music

Background

Music is an important part of our creative and tourism economy, and is also a critical piece of Fayetteville's authentic identity.

Experience Fayetteville has been listening to our local musicians and those in the music industry speak of significant challenges present in the musical ecosystem. Many of these challenges, while exacerbated by the pandemic, were threats prior to 2020. Chief among these is that Fayetteville has a lack of smaller venue space for emerging musicians to develop their skills. Additionally, we have a lack of affordable space for music instructors.

A physical space for music, for musicians and music organizations to gather, to collaborate and organize, to share resources, to teach lessons and for professional development, is essential for a thriving music community.

Drawing on lessons learned at 2019's Music Cities Conference attended by Experience Fayetteville and City of Fayetteville Staff, Experience Fayetteville has engaged in multiple conversations with Bernice Hembree of Folk School of Fayetteville. It is the belief of the CEO of Experience Fayetteville and the city of Fayetteville's Arts and Culture Director, that EF is uniquely positioned to alleviate some of these challenges.

The Walker Stone House is an ideal location for a music space in Fayetteville. Folk School of Fayetteville leadership have toured the space and believe it to be well suited for workshops, lesson space, and eventually small concerts.

The Plan

In 2023, Folk School of Fayetteville will need time to experiment with the best uses of the historic space and further assess the needs of Fayetteville's music community. This will be done in part by hosting small workshops and meetings with other music organizations. In this planning year, Folk School Fayetteville, will develop a robust operating plan for year two.

In the second year, Folk School of Fayetteville will host small-scale programs such as house concerts, music lessons, and multi-day events. At the conclusion of the second year, both Experience Fayetteville and Folk School of Fayetteville will be able to make a recommendation for

subsequent years and make a determination about expanded programming.

In this plan, Walker Stone House will not be utilized as a tourism attraction in the traditional sense. It will serve tourism by providing support for emerging musicians and ensuring our musical ecosystem has a collaborative space to make Fayetteville a music city.

About Folk School of Fayetteville

Folk School of Fayetteville is an Arkansas 501 (c)3 not for profit organization. They have a history of producing successful programs throughout Northwest Arkansas and beyond, most notably the Fayetteville Roots Festival. Until recently they operated the Roots HQ on the Fayetteville Square.

Their leadership has presented Experience Fayetteville with the organization's annual reports and most recent IRS form 990. The annual reports are publicly available online.

Recommendation and Budgetary Impact

The CEO requests that the Commission authorize:

- The CEO to develop a two year lease agreement, with an option for additional renewals, between the A&P Commission and Folk School of Fayetteville to occupy and operate the Walker Stone House, to be presented for a vote at the February A&P meeting
- A financial investment of \$30,000 to Folk School of Fayetteville, to be distributed as follows:
 - o \$15,000 upon execution of the lease
 - o \$15,000 following a presentation from Folk School of Fayetteville to the A&P Commission and submission of an operating plan