

**Fayetteville Advertising and
Promotion Commission**

June 23, 2025

Location: Fayetteville Town Center, 15 W. Mountain Street

Commissioners: Elvis Moya, Chair, Tourism & Hospitality Representative
Katherine Kinney, Tourism & Hospitality Representative
Elliot Hunt, Tourism & Hospitality Representative
Chrissy Sanderson, Tourism & Hospitality Representative
Sterling Hamilton, Commissioner at-large
Sarah Bunch, City Council Representative
Mike Wiederkehr, City Council Representative

Staff: Jennifer Walker, Interim CEO

Agenda

I. Call to order at 2:00p.m.

II. Old Business

A. Review and approval of May meeting minutes.

III. New Business

A. CEO Report. Jennifer Walker. An executive overview of the previous month.

B. Financial Report. Jennifer Walker, Interim CEO and VP of Finance

C. Marketing Report. Sarah King, VP of Marketing and Communications

D. Vote. Printing for Visitor's Guide. Sarah King, VP of Marketing and Communications

Staff recommends that the commission authorize interim CEO of Experience Fayetteville to accept a quote for printing from The Roark Group in the amount of \$28,302.90. Memo and Quote included.

E. Discussion. CEO Transition Policy. Jennifer Walker, Interim CEO

Memo and Policy included.

F. Discussion. CEO Transition Plan. Jennifer Walker, Interim CEO

G. Discussion. Favoriteville Festival Fund. Jennifer Walker, Interim CEO

Program draft and memo included

H. Additions to the agenda may be added upon request from a majority of the commissioners.

IV. Adjourn

Fayetteville A&P Commission Meeting Minutes – May 19, 2025

Virtual Meeting – 2:00 p.m.

Present:

Chair Elvis Moya, Elliot Hunt, Sterling Hamilton, Mike Wiederkehr, Sarah Bunch

Absent:

Chrissy Sanderson, Katherine Kinney

Staff:

Jennifer Walker

I. Call to Order

Chair Moya called the meeting to order at 2:00 p.m.

II. Approval of Minutes

Commissioner Wiederkehr moved to approve the April 28th meeting minutes. The motion was seconded by Commissioner Hunt and passed by roll call vote.

III. New Business

A. CEO Report – Jennifer Walker

CEO Walker provided an executive summary of activities from the previous month:

- Signage: New publications and maps have been installed in the downtown area. Updated wayfinding signage has been added at the Visitors Center and Experience Fayetteville.
- Impossible Routes: The cycling event concluded with over 40 hours of riding and strong social media engagement.
- Bikepacking Campaign: A three-month targeted campaign launched in partnership with Arkansas Tourism.
- Events: Sundays on the Square began with good attendance. The Strawberry Festival also saw good turnout despite severe weather.
- Town Center: Hosted 16 events in April, including CASA NWA, U of A Engineering Capstone, and FHS Prom.
- Restaurant Updates: Welcomed Akira Hibachi & Sushi, Taqueria Lucha, Sakura Poke Sushi & Grill (coming soon), Café Lavande, and noted the closures of Savoy Tea Co and El Sole Mexican. Mount Sequoyah is seeking a new coffee shop tenant.

B. Financial Report – Jennifer Walker

Jennifer Walker presented the financial statements, included in the board packets.

- Revenue: 31% YTD (on target)
- Expenses: 34% YTD (slightly over target of 31%)
- HMR Tax Collections: \$1.6 million year-to-date. Another slow month is expected based on lodging trends.
- Balance Sheet: \$4.6 million in cash and investments; \$197,000 in unearned revenue for upcoming Town Center events.

C. Marketing Report – Sarah King

Sarah King introduced Anne Davis from Outright, who presented on current and upcoming marketing initiatives:

- Campaigns targeting new direct flights (e.g., Salt Lake City, Philadelphia) and upcoming U of A Game Days.
- Highlighted new digital tactics, including connected TV ads and a campaign landing page with customizable itineraries.
- Campaign performance is being measured using ad platform data, website engagement, and Arrivalist insights. Campaign will have more data for the June meeting.
- Anne introduced Wildsam Digital Guide whose readership is a good fit for Fayetteville
- Upcoming promotions include Restaurant Week (July 20–26), an outdoors-focused fall campaign, an SEC town article in StyleBluePrint and earned media with Gear Junkie.
- Additional ideas from Chair Moya and Commissioner Bunch included features on local cocktails, dog-friendly patio restaurants, splash pads, and summer activities for non-students.
- Restaurant Week registration opens June 10. Commissioner Sanderson shared positive feedback from prior participation. Commissioner Hamilton suggested sourcing content from local restaurants.

D. Dickson Street Art Court Grant – Tyler Wilson

VP Wilson presented a recommendation to accept a new two-year grant from the Tyson Family Foundation to support the continued operations of the Dickson

Street Art Court. The memo and grant agreement were included in the meeting packet.

Commissioner Wiederkehr moved to accept the new two-year grant from the Tyson Family Foundation for continued operations of the Dickson Street Art Court and to authorize the Interim CEO to execute the grant agreement. The motion was seconded by Commissioner Hamilton and passed unanimously.

E. Added Agenda Item – Margin Protection Program

Commissioner Hamilton requested to add an agenda item to request an update on the Margin Protection Program introduced in April. Commissioner Sanderson moved to add the item to the agenda, seconded by Chair Moya. Motion passed unanimously.

CEO Walker reported that staff received information from Commissioner Hamilton with ideas for organizing the program. Initial internal discussions have begun. Staff will present recommendations at the June meeting for discussion, with a possible vote in July.

Adjournment

Commissioner Sanderson moved to adjourn the meeting. Commissioner Wiederkehr seconded. Motion passed unanimously.

The meeting adjourned at 3:12 p.m. Minutes provided by Amy Stockton, Experience Fayetteville

Executive Updates

May Updates for June A&P Commission Meeting

Executive Updates

- Interim CEO Jennifer Walker attended the Congress for New Urbanism Conference in Providence, RI June 11-14. Travel and registration are being reimbursed through a Walton Family Foundation grant.
- Incoming CEO Ryan Hauck visited staff briefly on June 16. We look forward to officially welcoming him on July 21.
- Experience Fayetteville is partnering with the City of Fayetteville and Downtown Fayetteville Coalition to pilot Placer AI software to track attendance at downtown events. This will enhance reporting for events such as Sunday on the Square, Lights of the Ozarks, and festivals in the Upper Ramble and on Dickson Street. Thanks to the City for funding the first year of this pilot.
- Discussions are underway with the City of Fayetteville for a new city-funded mural installation on the southeast corner of the Town Center parking garage. More details to come.

Marketing and Communications

- Please welcome Chris Lankford, our new Director of Brand Strategy. Chris joined us on June 9 and brings extensive experience in brand management, design, and creative direction.
- “Favoriteville” trademarks are being filed in two categories: apparel and tourism services.

Media Engagement

- Journalist and influencer activity in May:
 - *Impossible Route* filmed a new documentary featuring Hotel Stonebreaker, Fayetteville landmarks, and a 290-mile bikepacking route. Premieres this fall.
 - St. Louis based influencer family of six traveled the Greenway in partnership with Explore Springdale and Visit Bentonville.
 - Midwest travel journalist visited through a Northwest Arkansas Travel Association (NATA) collaboration.
- Experience Fayetteville joined Arkansas Tourism and Visit Bentonville in Denver at the Outside Festival. A custom installation invited 35,000 attendees to explore Arkansas.
- The Mobile Visitors Center will be activated at the Pride Festival on June 28.

Publications & Visitor Materials

- Maps and Signage - Refreshed exterior signage at the Visitor Center has been installed along with new downtown maps on three kiosks (FPL, Spring Street Parking Deck, and the NE corner of the square in front of Arvest Bank.)
- New streetlight banners designed by Jacobs & Co featuring a Pride theme were installed the first week of June along Dickson Street. The next banners featuring Downtown Fayetteville messaging will be installed in July throughout downtown.

Media Campaigns

- Fayetteville Restaurant Week is scheduled for July 20-26. Restaurant enrollment is now open. The media plan includes partnership with TikTok influencers, a Reddit ad campaign, and programmatic digital ads.

Sales and Tourism Activity

- Sales team assisted 6 events in Fayetteville in May, including:
 - Bike City Fondo –120 registered participants from 11 states. Economic Impact est. \$30k.
 - Mount Sequoyah Youth Triathlon – 400 registered participants. Economic Impact est. \$35k.

Performance Metrics

- **LinkedIn Growth** – +121 new followers in May, reaching 5,048 total followers.
- **Hotel Occupancy (April 2025)** – 62.3% (- 10% YoY).
- **Average Daily Rate (ADR) (April 2025)** – \$128.89 (+0% YoY).
- **Visitor Center Traffic (May 2025)** – 1,651 visitors (- 6% YoY)
 - Visitors from Japan, Mexico, Russia, France, Canada and India

Special Events:

- Saturdays in May – Farmers Market and Strawberry Festival
- Razorback Baseball made it to Omaha!!
- Ozark Music Festival
- Ozark Valley Triathlon
- Oz Kids Crit Series in the Upper Ramble June 21st
- Pride Weekend Celebrations June 27 - 29
- Check out the Experience Fayetteville [Calendar](#) of Events for more!

Destination Services

- Julie Pennington, VP Destination Services was nominated for a Lifetime Achievement award by the Arkansas Hospitality Association. Her recent Strawberry Shortcake cameo at the Visitors Center delighted guests during the Strawberry Festival!

- New restaurant welcomes –
 - Bloom Cheese Collective – a new cheese shop at 914 N College Ave is now open!
 - Sicaru Coffee Roasters – now open at 716 W Sycamore St.
 - Queen Donuts – coming soon to MLK Blvd
 - Fayetteville Tea House – opening soon at 315 W Center St.
 - Saying goodbye to Girls Gone BBQ

Downtown Fayetteville Coalition

- Strawberry Festival – May 18 | 12:00 PM to 6:00 PM on Downtown Square.
 - Weather concerns, but great attendance and fun in between the storms.
- Working with City of Fayetteville to help with public outreach and community input for the Downtown Master Plan process.

Fayetteville Town Center

May Events - hosted 22 events

- Working with City of Fayetteville Facility Staff on capital funding and long-range facilities planning

May Collections
(April Activity)

\$55,843 + \$370,511

Lodging

Restaurant

\$23,501

Prior Dues Collected

\$465,579

Total HMR Collected

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

2021 2022 2023 2024 2025

\$1,475,127 \$1,781,987 \$2,025,005 \$2,036,619 \$2,076,220

20.14%

20.80%

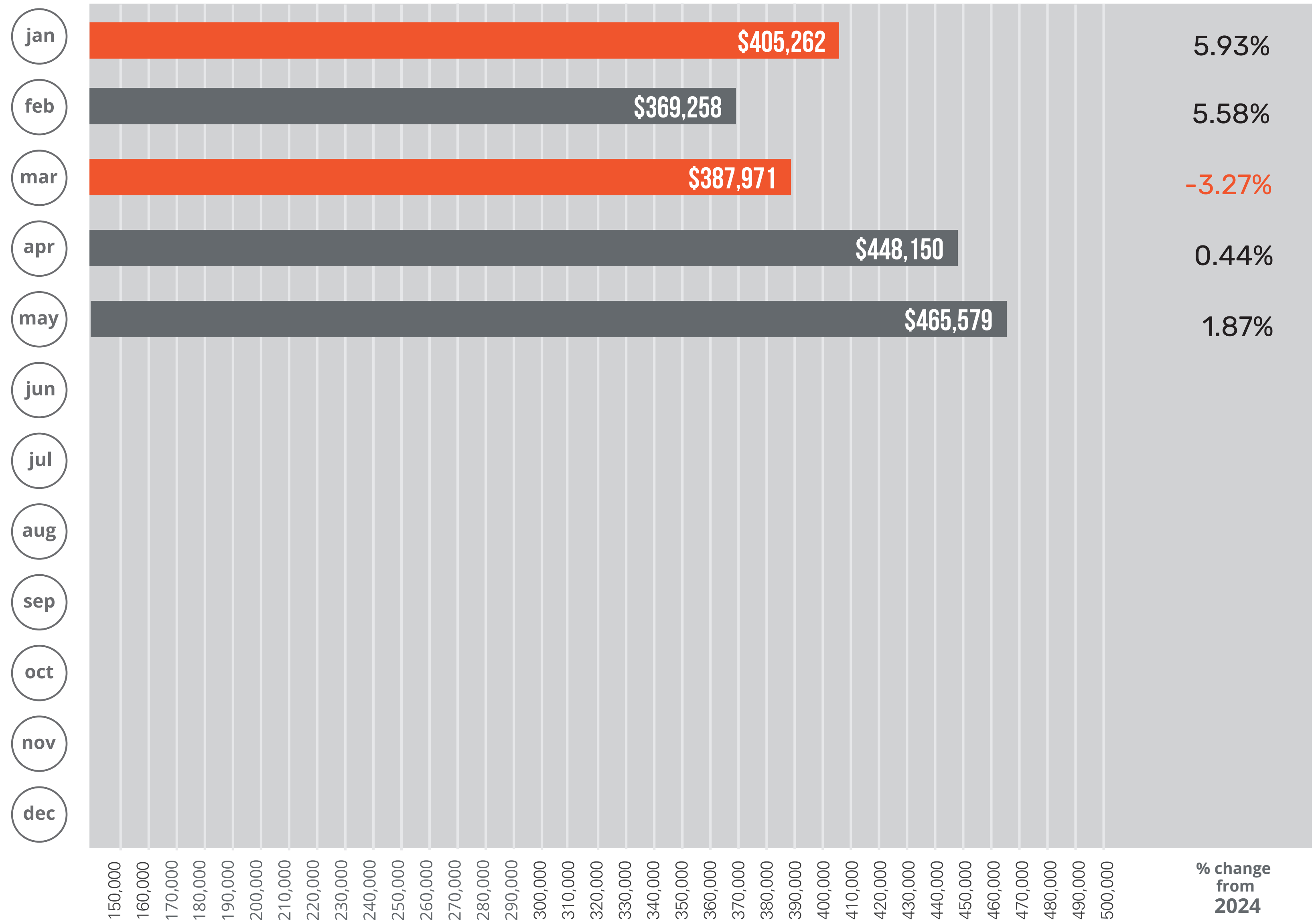
13.64%

0.57%

1.94%

Change over previous year

2025 Monthly A&P Tax Collections**



**This represents half of total HMR tax collections. The other half goes to Fayetteville Department of Parks, Natural Resources, and Cultural Affairs

Memo



To: Jennifer Walker, Interim CEO, Experience Fayetteville
Fayetteville Advertising & Promotion Commissioners

From: Jennifer Walker, VP Finance, Experience Fayetteville

Date: June 16, 2025

Re: Financial Statements – May 2025

This packet contains Experience Fayetteville Financial Statements for the month ended May 31, 2025. The following reports are included in the packet:

- Summary P&L Financials for month ended May 31, 2025
- Balance Sheet for month ended May 31, 2025

Target Budget May – 42%

Revenue target 42% of budget or higher by the end of May 2025.

Expenditures target 42% or lower at May 2025.

Total Revenue YTD: \$2,529,635 or 40%; We are 2% below target.

Tax Receipts - \$2,076,220 (2% below budget ytd)

Town Center - \$330,874 (5% above budget ytd)

Other - \$122,541

Total Operating Expenditure YTD: \$2,436,075 or 39%; this is 3% under budget.

EF Main - \$1,989,496

Town Center - \$446,579

HMR tax – YTD May Collections (April activity) are 0.4% above the seasonally adjusted budget.

Operating Net Income is \$93,560 year to date.

Fayetteville A and P Commission
Statement of Budget, Revenue and Expense
Year-to-Date @ May 31, 2025

	CONSOLIDATED			
	Year-to-Date			
	Actual	Budget	Over/(Under) Budget	% of Budget
Revenue				
Hotel, Motel, Restaurant Taxes Revenue	2,076,220	5,231,140	(3,154,920)	39.7%
Rental Revenue	315,246	650,500	(335,254)	48.5%
Event Revenue	4,881	53,700	(48,819)	9.1%
Visitor Center Store Revenue	8,687	30,000	(21,313)	29.0%
Parking Revenue	12,889	48,000	(35,111)	26.9%
Advertising Revenue	2,025	3,500	(1,475)	57.9%
Grant/Other Revenue	81,500	206,000	(124,500)	39.6%
Interest and Investment Revenue	28,187	50,100	(21,913)	56.3%
Total Revenue	2,529,635	6,272,940	(3,743,305)	40.3%
Expenses				
Operating Expenses				
Rental Expenses	36,583	126,000	(89,417)	29.0%
Event Expenses	46,013	146,175	(100,162)	31.5%
Visitor Center & Museum Store	3,809	27,750	(23,941)	13.7%
Personnel	801,456	2,228,707	(1,427,251)	36.0%
Sales & Marketing	598,345	1,481,925	(883,580)	40.4%
Office and Administrative	337,561	913,133	(575,572)	37.0%
Bond Payments	290,750	702,000	(411,250)	41.4%
Contribution to Capital Reserves	-	100,000	(100,000)	0.0%
Other Tourism Support - Community, Art Court, DFC	121,557	347,250	(225,693)	35.0%
TheatreSquared Contribution	200,000	200,000	-	100.0%
Total Operating Expenses	2,436,075	6,272,940	(3,836,865)	38.8%
Net Operating Income/(Loss)	93,560	-	93,560	0.0%
Other Income				
Unrealized Gain/(Loss) on Investments	8,203			0.0%
Other Expenses				
FFE & Improvements	263,641	1,081,500	(817,859)	24.4%
Depreciation Expense	120,502			0.0%
Cost of Goods Sold	-			0.0%
Net Income/(Loss) (without CX Grants)	(282,379)	(1,081,500)	790,918	26.1%

Fayetteville A and P Commission
Statement of Budget, Revenue and Expense
Year-to-Date @ May 31, 2025

	Experience Fayetteville			
	Year-to-Date			
	Actual	Budget	Over/(Under) Budget	% of Budget
Revenue				
Hotel, Motel, Restaurant Taxes Revenue	2,076,220	5,231,140	(3,154,920)	39.7%
Rental and Event Revenue	2,180	45,000	(42,820)	4.8%
Visitor Center Store Revenue	8,687	30,000	(21,313)	29.0%
Advertising Revenue	2,025	3,500	(1,475)	57.9%
Grant & Other Revenue	81,500	206,000	(124,500)	39.6%
Interest and Investment Revenue	28,150	50,000	(21,850)	56.3%
Total Revenue	2,198,761	5,565,640	(3,366,879)	39.5%
Expenses				
Operating Expenses				
Event Expenses	40,835	121,175	(80,340)	33.7%
Visitor Center & Museum Store	3,809	27,750	(23,941)	13.7%
Personnel	512,219	1,419,605	(907,386)	36.1%
Sales & Marketing	596,475	1,460,305	(863,830)	40.8%
Office and Administrative	223,850	541,593	(317,743)	41.3%
Bond Payments	290,750	702,000	(411,250)	41.4%
Contribution to Capital Reserve	-	100,000	(100,000)	0.0%
Other Tourism Support - Community, Art Court, DFC	121,557	347,250	(225,693)	35.0%
TheatreSquared Contribution	200,000	200,000	-	0.0%
Total Operating Expenses	1,989,496	4,919,678	(2,930,182)	40.4%
Net Income/(Loss) Before Other Revenue and Expenses	209,265	645,962	(436,697)	32.4%
Other Income				
Unrealized Gain/(Loss) on Investments	8,203	-	8,203	0.0%
Other Expenses				
FFE & Improvements	263,641	460,000	(196,359)	57.3%
Depreciation Expense	40,657			
Cost of Goods Sold	-			
Net Income/(Loss)	(86,829)	185,962	(280,994)	-46.7%

Fayetteville A and P Commission
Statement of Budget, Revenue and Expense
Year-to-Date @ May 31, 2025

	Town Center			
	Year-to-Date			
	Actual	Budget	Over/(Under) Budget	% of Budget
Revenue				
Rental Revenue	315,246	650,500	(335,254)	48.5%
Event Revenue	2,701	8,700	(5,999)	31.0%
Parking Revenue	12,889	48,000	(35,111)	26.9%
Interest and Investment Revenue	38	100	(62)	37.7%
Total Revenue	330,874	707,300	(376,426)	46.8%
Expenses				
Operating Expenses				
Rental Expenses	36,583	126,000	(89,417)	29.0%
Event Expenses	5,178	25,000	(19,822)	20.7%
Personnel	289,237	809,102	(519,865)	35.7%
Sales & Marketing	1,870	21,620	(19,750)	8.6%
Office and Administrative	113,712	371,540	(257,828)	30.6%
Total Operating Expenses	446,579	1,353,262	(906,683)	33.0%
Net Income/(Loss) Before Other Revenue and Expenses	(115,705)	(645,962)	530,257	17.9%
Other Expenses				
FFE & Improvements	-	621,500	(621,500)	100.0%
Depreciation Expense	79,845			0.0%
Net Income/(Loss)	(195,550)	(1,267,462)	1,071,912	15.4%

Fayetteville A&P Commission

Balance Sheet

As of May 31, 2025

ASSETS

Current Assets

Cash		3,563,229
Investments		1,312,044
Accounts Receivable		613,333
Prepaid Expenses		56,673
Deposits		40,838
Inventory Asset		21,449
Total Current Assets		5,607,566

Other Assets

Capital Assets		
Furniture & Fixtures	300,660	
Equipment	761,581	
EF/CVB Building	940,410	
EF/CVB Land	198,621	
Building Additions	1,844,537	
Walker-Stone House	1,179,152	
Vehicles	122,860	
Construction in Progress	456,456	
Accumulated Depreciation	(1,865,901)	
Total Other Assets		3,938,376

TOTAL ASSETS

9,545,941

LIABILITIES AND EQUITY

Current Liabilities

Accounts Payable	65,821	
Unearned Revenue	242,762	
Total Liabilities		308,583

Long Term Liabilities

Notes Payable - City of Fayetteville Solar	386,825.75	
Total Liabilities		386,825.75

Equity

Unreserved Fund Balance	8,087,525	
Operating Reserve	1,000,000	
Capital Reserve	-	
Temporarily Restricted Funds	45,558	
Net Revenue		
Gain/(Loss) on Investments	8,203	
Net Revenue	(290,753)	(282,550)
Total Equity		8,850,532

TOTAL LIABILITIES AND EQUITY

9,545,941

MEMO

TO: Jennifer Walker, Interim CEO and Fayetteville Advertising & Promotion Commissioners

From: Sarah King, VP of Marketing & Communications

Date: June 11, 2025

RE: Printing for Visitor's Guide



Background

In January, Commission approved an agreement with Archetype to develop a printed Visitors Guide, expected to be delivered in September. Part of that scope includes shopping for printing services. After reviewing three quotes, NWA-based Roark was selected. The quote includes printing of 20,000 perfect-bound guides with a soft-touch finish and 3000 mailing envelopes.

Budgetary Impact

\$120,000 is budgeted for the development and printing of a visitor's guide. The agreement with Archetype for design is in the amount of \$46,800. Budget is sufficient for the current request.

Recommendation

It is our recommendation that the commission authorize interim CEO of Experience Fayetteville to accept a quote for printing from The Roark Group in the amount of \$28,302.90

The Roark Group
1600 N 35th St Rogers, AR 72756
(479) 636-1686

<http://www.roarkgroup.com>



Quote 72678

Experience Fayetteville Visitor's Guide w/ Soft Touch & Envelopes

SALES REP INFO
House Account
house@roarkgroup.com

QUOTE DATE
06/09/2025
QUOTE DUE
DATE
06/09/2025
QUOTE EXPIRY
DATE
07/09/2025
TERMS
Net 30

REQUESTED BY
Fayetteville A&P Comm.
21 South Block Avenue, PO Box 4157
Fayetteville, AR 72701-4157

CONTACT INFO
Tyler Orsak
tyler@archetypepro.com

#	ITEM	QTY	UOM	U.PRICE	TOTAL (EXCL. TAX)	TAXABLE
1	Experience Fayetteville Visitor's Guide Opt.2: 80lb Cover with soft touch Width: 7 Inches Height: 10 Inches # of Cover Pages: 4 Cover Colors Front: 4 Cover Colors Back: 4 # of Text Pages: 40 Text Colors Front: 4 Text Colors Back: 4 Matte Aqueous Coating with soft touch on the cover 80Lb Dull Cover - 23X35 70Lb Dull Text - 23X35 Proof - Softproof Proof - MPI & Blueline Proof Finished Size (in inches): 7"W x 10"H Special Notes: Apply soft touch aqueous to the cover and matte aqueous to the text Fold, collate, perfect bind on 10" side, and trim to size F.O.B Fayetteville, AR	20000	Each	\$1.3779	\$27,558.00	N
2	7.5 x 10.5" Booklet Envelopes 1/0 Pantone Ink Ink Colors Front: 1 Notes: Envelope price is standard coverage with no bleeds. F.O.B Fayetteville, AR	3000	Each	\$0.2483	\$744.90	N

Please read our full terms & conditions at www.roarkgroup.com/terms

Subtotal:	\$28,302.90
Sales Tax (9.5%):	\$0.00
Total:	\$28,302.90

SIGNATURE:

DATE:

Memo



To: Fayetteville Advertising & Promotion Commissioners
From: Jennifer Walker, Interim CEO
Date: June 18, 2025
Re: CEO Transition Policy

In response to the Commission's request for a formal policy outlining procedures for CEO transitions, staff have developed the attached CEO Transition Policy for your consideration. This policy is intended to provide clarity, continuity, and transparency in the event of a planned or unplanned vacancy in the CEO role.

The proposed policy affirms the Commission's authority to appoint an Interim CEO and establish compensation, while also outlining procedures to ensure timely and informed decision-making. It includes considerations for both internal and external interim appointments, communication responsibilities, and alignment with Arkansas Freedom of Information Act requirements.

We welcome your feedback and are happy to incorporate revisions as needed.

CEO Transition Policy

Adopted by the Fayetteville Advertising and Promotion Commission

Effective: **[Insert Date]**

Purpose

This policy establishes a clear and transparent process for appointing an Interim Chief Executive Officer (CEO) in the event of a vacancy, whether planned or unplanned. The policy ensures continuity of leadership and operations for Experience Fayetteville.

Scope

This policy governs all CEO transitions, including resignations, terminations, incapacitation, or other instances where the CEO role becomes vacant for any reason.

Policy Statement

In the event of a CEO position vacancy, the Fayetteville Advertising and Promotion Commission (the Commission) will take timely and deliberate action to ensure continued leadership by appointing an Interim CEO and set the terms of compensation for that role.

Procedure

1. Notification of Vacancy

- The current CEO shall notify the Commission Chair in writing as soon as possible in the case of a planned departure (e.g., resignation, retirement). The current CEO may also recommend an interim CEO who meets the criteria for consideration and may also include such factors as compensation in their recommendation.
- In the event of an unplanned vacancy (e.g., termination, sudden illness), the Commission Chair or designee will immediately inform the full Commission.

2. Special Meeting

- The Commission Chair shall convene a special meeting within 5 business days of the vacancy notification to discuss and appoint an Interim CEO. Notice of the special meeting shall be provided in accordance with all applicable provisions of the Arkansas Freedom of Information Act.
- Legal counsel and/or appropriate staff including the Director of Organizational Services who serves as a liaison to the commission may be present to advise on applicable personnel

regulations. Members of the press or public may be present as well, in accordance with the Arkansas Freedom of Information Act.

3. Criteria for Interim Appointment

The Commission will consider the following in selecting an Interim CEO:

- Existing knowledge of the organization's operations and mission
- Leadership experience and capacity to manage staff and strategic priorities
- Availability and willingness to serve in a temporary capacity
- Alignment with the organization's values and obligations

Potential candidates may include:

- A current executive-level staff member
- A retired executive with experience in municipal or destination marketing leadership
- A temporary external hire through a professional service or municipal partnership

4. Appointment of Interim CEO

- The Commission will appoint an Interim CEO by majority vote at either the Special Meeting or in a timely manner at a Public Meeting.
- The terms of the interim appointment, including duration, authority, and compensation, will be documented in writing.
- The Interim CEO will have full operational authority unless otherwise limited by the Commission.

5. Compensation

- The Commission will determine and approve compensation for the Interim CEO at the time of appointment.
- Compensation may include a temporary salary adjustment, stipend, or retroactive pay.

6. Duration of Appointment

- The Interim CEO will serve until a permanent CEO is appointed or until otherwise determined by the Commission.

7. Communication

- The Commission Chair, with support from staff, will communicate the transition to employees, stakeholders, and the public within 48 hours of the appointment.

8. Transition to Permanent CEO

- The Commission will initiate a search process for a permanent CEO in accordance with all applicable open meeting requirements set forth in the Arkansas Freedom of Information Act.
- The Interim CEO may be considered for the permanent position unless explicitly excluded by the Commission.

Review and Oversight

This policy shall be reviewed at least every three years, or upon the conclusion of a CEO transition, to ensure relevance and effectiveness.

Authority

This policy is adopted for inclusion in the Fayetteville A&P Employee Handbook and the Fayetteville Advertising and Promotion Commission bylaws.

Memo



To: Fayetteville Advertising & Promotion Commissioners
From: Jennifer Walker, Interim CEO
Date: June 18, 2025
Re: Favoriteville Festival Fund

At the April 28th Commission meeting, Commissioner Sterling Hamilton presented the idea of a program to provide financial support for events that contribute to Fayetteville's vibrancy but may face challenges related to financial risk.

In response, staff developed a draft framework for a new initiative currently titled the Favoriteville Festival Fund. This program is designed to offer post-event financial support to one or two festivals or events annually that demonstrate strong community value, strategic timing, and inclusive impact during Fayetteville's slower tourism seasons.

The attached draft outlines the purpose, evaluation criteria, and application process for the proposed program. This document is not intended to be final, as certain elements such as the source of funds, specific funding limits, FAQs, and other operational details are still being developed. These components will require input and guidance from the Commission to be fully defined.

Favoriteville Festival Fund

Support When You Need It, Celebration When You Don't.

The Favoriteville Festival Fund is a new initiative designed to support festivals and events that enrich Fayetteville's cultural life and strengthen our local tourism economy—especially during seasons when visitor activity tends to slow. By offering post-event financial support to a small number of high-impact events each year, the program helps mitigate risk for organizers with bold ideas and a strong plan, encouraging innovation and inclusivity in our city's event landscape.

This program supports our **Mission** to *elevate the quality of life for the community of Fayetteville through tourism promotion, partnerships, and programs.*

Aligned with the “**Bring Out the Best**” Imperative of the Experience Fayetteville Master Plan, the Favoriteville Festival Fund affirms our role as champions of Fayetteville's most vibrant assets. By *encouraging and incentivizing signature events* that make Fayetteville shine, this initiative helps fulfill our commitment to enhance what makes our city a compelling, world-class destination.

Priority consideration will be given to events that:

- Occur during slower seasons (e.g., late June – early August, late January–early February) to maximize economic and cultural activation. No blackout dates (to be provided)
- Demonstrate economic impact and financial responsibility
- Celebrate the unique identity and creativity of Fayetteville

How It Works

The Favoriteville Festival Fund is administered through an annual application process. Organizers submit proposals detailing event plans, budget, and community impact. Applications are reviewed using a transparent evaluation framework with the following key criteria:

- Event Viability
- Economic & Cultural Impact
- Financial Responsibility
- Organizer Track Record
- Access & Inclusion
- Seasonal Activation & Blackout Considerations

A selection committee uses a standardized scoring rubric to evaluate submissions. Final recommendations are presented to the Fayetteville Advertising and Promotion Commission for approval. Selected events will be required to execute a MOU and post event reporting procedures.

By lowering financial barriers and encouraging bold, community-focused ideas, the Favoriteville Festival Fund invites new traditions to take root and ensures that Fayetteville continues to grow as a place of connection, creativity, and celebration.

Favoriteville Festival Fund

Support When You Need It, Celebration When You Don't.

Evaluation Framework

Category	Max Points	Scoring Criteria
Event Viability	20	Clear, well-planned concept, achievable logistics, fits Fayetteville's vibe
Economic & Cultural Impact	20	Anticipated attendance, community activation, community/cultural relevance, mutli-year commitments
Financial Responsibility	20	Detailed and realistic budget, credible revenue expectations, risk assessment included
Organizer Track Record	15	Prior experience with event(s), demonstrated ability to manage logistics and finances
Access & Inclusion Efforts	15	Concrete strategies to welcome underserved groups, accessibility plans, inclusive representation
Seasonal Activation / Blackout Dates	15	Event occurs during slow season (late Jan – early Feb; late June – early Aug), addresses local downtime. Event does not occur during specified blackout dates.
Margin Protection Justification	10	Justified, clear ask; request aligns with identified risks and needs
Bonus (Innovation, Partnerships, Sustainability)	+5	Extra credit for standout features like green initiatives or strong community partnerships

Category	Max Points	Description	Helpful Hints / Considerations	Reviewer Score	Comments
Event Viability	20	Is the event clearly defined, feasible, and aligned with Fayetteville's cultural and logistical landscape?	<i>Look for detail, practicality, and alignment with local values or culture.</i>		
Economic & Cultural Impact	20	Does the event attract visitors and/or locals, generate cultural activity, and align with community values? Is there a measurable economic impact with attendance, multi year commitments, etc.?	<i>Does it drive overnight stays, benefit local businesses, or feature local artists?</i>		
Financial Responsibility	20	Are the budget and financial plan realistic? Do they show sound projections and risk assessment?	<i>Check for itemized budgets, credible revenue sources, and clear use of margin protection.</i>		
Organizer Track Record	15	Does the applicant or team have relevant experience managing events, finances, and logistics?	<i>Look for event history, references, or prior examples of successful execution.</i>		
Access & Inclusion Efforts	15	Does the event include intentional outreach and accommodations for underserved or marginalized populations?	<i>Note sliding scale pricing, accessible venues, language inclusivity, and ADA compliance.</i>		
Seasonal Activation	15	Does the event occur during traditionally slow tourism seasons (e.g., late Jun-early Aug or late Jan-early Feb)? Event must not occur during specified blackout dates.	<i>Is the timing helping to fill a gap in the calendar or energizing a typically quiet season?</i>		
Margin Protection Justification	10	Is the margin protection request reasonable and directly tied to specific financial risks or needs?	<i>Do they understand and communicate how the funding mitigates risk effectively?</i>		
Bonus (Innovation, Partnerships, Sustainability)	5	Extra credit for innovative formats, sustainability practices, and local collaborations or partnerships.	<i>Examples: green practices, co-hosting with local orgs, bilingual signage, fresh formats.</i>		
Totals	120			0	

Favoriteville Festival Fund

Support When You Need It, Celebration When You Don't.

Festival Fund Application

APPLICANT INFORMATION

Name:
Organization:
Address:
Phone:
Email:
Website (if applicable):

EVENT OVERVIEW

Event Name
Event Date(s)
Location (Venue & Address)
Estimated Attendance (Total & Breakdown by Local/Visitor)
Event Description: (Provide a 3–5 sentence summary of your event, its mission, target audience, and notable activities or headliners.)

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FINANCIAL SUMMARY

Total Projected Budget: \$

Expected Revenue (itemize major sources): \$

Expected Expenses (itemize major categories): \$

Anticipated Net Profit/Loss: \$

Margin Protection Request:

Amount Requested: \$

Describe how margin protection will be used and what specific outcomes it will guarantee.
Would the event occur without this protection? Why or why not?

RISK ASSESSMENT & CONTINGENCY PLANNING

(List 3–5 key risks to your event's success and what steps you are taking to mitigate them.)

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ORGANIZER EXPERIENCE & PAST PERFORMANCE

(Highlight your event or team's relevant experience. Attach resumes or bios and any available financials from previous years/events.)

ECONOMIC & COMMUNITY IMPACT

Estimated hotel room nights generated:

Estimated spend at local restaurants/retail:

Cultural or social benefits to Fayetteville:

ACCESS & INCLUSION

(Describe how your event is intentionally welcoming to all audiences, especially underserved or underrepresented communities.)

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SEASONALITY & TIMING

(Explain how your event adds energy to Fayetteville's quieter periods.)

SUPPORTING DOCUMENTS

- ☒ Detailed Event Budget
- ☒ Marketing/PR Plan (2 page max)
- ☒ Historical Financials or Prior P&L (if applicable)

DECLARATION

I declare that all information provided is true and complete.

Signature: _____

Date: _____