

**Fayetteville Advertising and  
Promotion Commission  
February 16, 2026**

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  
Bob Stafford, City Council Representative  
Mike Wiederkehr, City Council Representative

Staff: Ryan Hauck, CEO

**Agenda**

- I. Call to order at 2:00p.m., Chair Elvis Moya
- II. Administration
  - A. Additions or changes to the agenda may be added upon request from a majority of the commissioners, Chair Elvis Moya
  - B. Review and approval of January meeting minutes, Chair Elvis Moya.
- III. Reports
  - A. Thank you to City Council Member Sarah Bunch, Chair Elvis Moya
  - B. Meet the Team, CEO Ryan Hauck
    - Gretchen Hunt, Director of Finance, EF
    - Emma Reed, Event Services Manager, FTC
    - Amy Stockton, Director of Organizational Services, EF
  - C. CEO Report, Ryan Hauck. An executive overview of the previous month
  - D. Financial Report, Ryan Hauck
- IV. New Business
  - A. Discuss and Vote, Walker Stone POA Townhomes water mitigation project
    - Presentation by Michele Halsell, President, Walker Stone Property Owners Association
  - B. Discuss and Vote, Wheel the World Contract, CEO Hauck
- V. Executive Session, Chair Elvis Moya
- VI. Good of the Order/ Adjournment, Chair Moya and CEO Hauck

Fayetteville A&P Commission – Meeting Minutes  
January 26, 2026, 2pm Virtual Only due to Weather

Present: Chair Moya, Commissioners Hamilton, Wiederkehr, Stafford, Sanderson, Hunt, Kinney  
Staff: Ryan Hauck, CEO

I. Call to order at 2:00p.m., Chair Elvis Moya

II. Approval of Minutes

December 15, 2025 Minutes

Motion: Sanderson | Second: Wiederkehr | Approved unanimously via roll call

III. Vote. Appointment of a commission chairperson for 2026.

Motion to appoint Commissioner Elvis Moya for another term as Chair was made by  
Commissioner Wiederkehr | Second: Commissioner Hunt (and several other Commissioners)  
Approved unanimously via roll call

III. Reports

A. New commission member: Chair Moya thanked outgoing City Council Member Sarah Bunch (unable to attend) who had served on the A&P Commission for 6 years in an appointed role. City Council Member Bob Stafford will now serve in that appointed position and was welcomed today at his first meeting. He shared a few words of introduction and expressed interest in the organization's mission.

B. Meet the Team: Three team members introduced themselves and explained their roles.

- Brannon Pack, VP of Marketing and Communications
- Jason Sample, Facilities Coordinator
- Jose Romero, Sports Sales Manager

C. TheatreSquared Update, Shannon Jones, Executive Director

- Theater Squared, founded in 2005, is Arkansas's largest professional nonprofit theater, producing 5–8 shows and nearly 300 performances annually, with work developed locally reaching stages nationwide.
- The organization has received national recognition from the American Theatre Wing and multiple architecture awards for its 2019 building.
- The partnership with the A&P Commission supports facility needs and shared tourism goals.
- Nearly two-thirds of Theater Squared's audience comes from outside Fayetteville.
- Executive Director Shannon Jones invited commissioners to attend an upcoming production.

D. Downtown Master Plan Update, Britan Britin Bostick, AICP, Long Range Planning, City of Fayetteville

- Britton Bostick shared an update on the Downtown Master Plan being created.
- Early public engagement this fall included 40+ events and over 1,100 comments collected in person and online.

- Key themes include support for local businesses, parks and trails, walkability, tree canopy, transit, third spaces, and strong downtown partnerships.
- The Downtown Fayetteville Coalition has been engaged to support public outreach and planning work.
- The draft plan is scheduled for September 2026, with adoption anticipated by the end of the year and continued opportunities for public input.
- Bostick answered questions concerning the age of the current plan

#### E. CEO Report, Ryan Hauck. An executive overview of the previous month

Hauck shared title and personnel changes:

- Title Changes:
  - Monica Jannati, formerly *Director of Events (Town Center)*, now Director of Operations
  - Miletus Barille-Callahan, formerly *Facilities Supervisor*, now Director of Facilities
  - Jose Romero, formerly *Sales Coordinator II*, now Sports Sales Manager
  - Julie Pennington, formerly *Vice President of Destination Services*, now Vice President of Destination Services & Group Tours
- Staffing Updates:
  - Brannon Pack, formerly *Director of Cycling Initiatives (2019–2023)*, rehired as Vice President of Marketing & Communications
  - Jennifer Walker, *Vice President of Finance (hired October 2020)*, departing; Gretchen Hunt, formerly *part-time Finance Team member*, appointed Director of Finance
  - Jerel Stewart, *Event Coordinator (Town Center)*, departed; position will be posted
- Marketing & Media: National exposure on *Fox & Friends* (2.5M viewers) for Lights of the Ozarks, plus regional TV, livestreams, and cyclocross coverage.
- Agency Updates: Transitioned advertising agencies; onboarded VERB Interactive as agency of record, AM Group, a local firm for Public Relations. Contracted with Anna Claire Day for organic META posting and more.
- Planning & Staffing: FY25 review and FY26 marketing/sales plan in development; hired Brandon Pack as VP of Marketing Communications from a pool of 80+ applicants.
- Visitor Services & Events: 941 Visitor Center guests; strong December event lineup; ongoing destination outreach and sales activity with international and national buyers.
- Sales Wins: Secured NICA Central States Championship (\$2.2M impact) and Fayetteville Half Marathon (\$204K impact).
- Fayetteville Town Center: Strong year-end performance, \$831K YTD revenue, rapid 2026 bookings, and continued focus on training, safety, and guest experience.

#### F. Financial Report, Jennifer Walker, VP of Finance

- December financials in the packet are draft and unaudited and will be finalized after audit adjustments.
- Year-end revenue finished **5%** over target, driven by stronger HMR collections and a strong Q4 at the Town Center; expenses came in 7% under budget.
- HMR collections totaled approximately \$5.3M (1.8% over budget), and the Town Center finished 22% over budget.

- Net income was \$745K, though capital expenditures will reduce the amount added to fund balance; current fund balance is approximately \$8M, plus \$1M in operating reserves.
- Cash and investments ended the year at \$4.8M, with \$267K in Town Center unearned revenue already booked for future events, reflecting a strong start to the new year.
- Walker ended her report by thanking the commission for their service and expressing appreciation for 5 years and shared that she would be joining the city of Fayetteville as their new Deputy Chief Financial Officer.
- Commissioners asked questions about the fund balance which Walker reminded everyone included cash, investments and properties. Furthermore, she reminded everyone that included in that balance is an operating reserve of approximately 3 months.
- Questions regarding type of investments we can make were answered with reminders that we operate under GASB, and that we are a component unit of the city and they handle our investments and if the commission wanted to make changes or increase the amount invested, they could connect with the city on that matter.
- Walker also gave an estimate of the amount of interest the commission has earned from investments, stating a range of \$50,000 to \$60,000 as an approximate yearly return.
- Walker answered another question asked related to best practices and reducing fiscal risk by ensuring the commission review the financial policies on an annual basis and continuing to ask questions.
- It was also mentioned that our organization worked with a financial consultant prior to hiring Walker in 2020 who helped the CEO and the commission review practices and made suggestions. In this time of transition and even on a regular basis, this could be a service to consider.
- Chair Moya concluded by sharing words of appreciation which the commissioners echoed.

#### IV. New Business

##### A. Additional Tourism & Hospitality commissioner opening

- Commissioner Sanderson announced that after 9 years, she would be stepping down to handle increased responsibilities with Mockingbird Kitchen. Fellow commissioners thanked her for her accomplishments.
- The vacancy will be posted by City Clerk's office on January 30th with applications due February 20<sup>th</sup> and this position must be an owner or manager of a hotel, motel or restaurant.

##### B. Discussion and Vote. MOU with NWA Equality. CEO Ryan Hauck

- CEO Hauck discussed this proposed 5-year MOU with NWA Equality, focused on Pride Week as a topic that's been discussed at the retreat last fall and shared how this partnership aligned with our Destination Master Plan and was a continuation of a long time partnership.
- With no questions, Chair Moya asked for a motion. Commissioner Stafford recused himself from conversation and vote as NWA Equality is a long standing and current client of his.

- Chair Moya made a motion to give authorization to our CEO to sign the presented 5-year agreement on behalf of the Fayetteville Advertising and Promotions Commission at an annual cost of \$30,000, which has been budgeted and is consistent with the terms presented. Commissioner Sanderson seconded it and it passed unanimously with Commissioner Stafford recusing himself and Commissioner Kinney having departed the meeting due to an obligation.

C. Discussion and Vote. Commissioner applicants, Commissioner Mike Wiederkehr

- Commissioner Wiederkehr shared an overview of all three applicants for the Tourism seat opening currently occupied by Chair Moya with a term starting April 1, 2026.
- He shared many commendable items about all three applicants and stated that the formal recommendation of the selection committee would be to appoint Elvis Moya for a second four year term and asked if there were any questions.
- With no questions, Commissioner Stafford made the motion that the A&P Commission's recommendation to the City Council's nominating committee would be the re-appointment of Elvis Moya. Commissioner Hamilton seconded the motion and it passed unanimously. Chair Moya thanked the commissioners.

V. Good of the Order/ Adjournment, Chair Moya and CEO Hauck

- With no other items, Chair Moya asked for a motion to adjourn which Commissioner Sanderson made, seconded by Commissioner Stafford. It was approved unanimously and the meeting was adjourned at 3:29 p.m.

Minutes by Amy Stockton, Experience Fayetteville

## CEO Update – January 2026

### Marketing & Communications

January focused on strategic transition and positioning for 2026 growth.

- **Agency Onboarding:** Successfully onboarded **VERB (AOR)** and **AM Group (PR)**. Work is underway on a refreshed 2026 brand campaign and communications strategy to drive measurable visitation and economic impact.
  - **National Exposure:** The PBS Appalachia *Hometowns* episode featuring Fayetteville aired January 22, delivering strong and authentic national visibility. Here is the episode: <https://www.pbs.org/video/hometowns-fayetteville-ar-tpvq7b/>
  - **Sports PR:** Supported announcement of the [Club América Golden Clash 2026](#) at Razorback Stadium (March 28, 2026).
  - [Website Performance Report](#): ~28,000 sessions in January (-16% YoY), expected during paid media transition.
  - [Paid, Earned, and Social Media Report](#) January – VERB
  - [Media Report](#) | January – AM Group
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### Visitor Center

- **283 visitors** in January, including guests from New Zealand, Israel, and Canada.
- **Sales:** \$969.84 **Ale Trail:** 1 completed passport under the new format.
- Completed year-end inventory.

### Destination Services

#### American Bus Association Marketplace (Reno, Jan 10–14):

- 74 appointments with group tour operators.
  - Supported A&M Railroad meetings.
  - Hosted 8 operators for relationship-building and future FAM tour discussions.
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### Experience Fayetteville Sales

#### America 250 – Fayetteville Committee

Formed a committee to support and amplify community-led efforts celebrating the nation's 250th anniversary in 2026.

#### Focus Areas:

- Dedicated America 250 webpage and centralized event calendar.
- Coordinated storytelling and promotion.

- Collaboration with Chamber, Downtown Coalition, Parks & Recreation, Pryor Center partners, and State 250 representative.

## **Prospective Business Highlights**

### **Meetings & Groups**

- Arkansas County Agricultural Agents – EI \$55K
- Toastmasters District 43 – EI \$45K
- Arkansas State Speedcubing Championship – EI \$212K
- National Council of Youth Sports (2027) – EI \$96K

### **Sports**

- Centennial Bank State Basketball Tournament – EI \$6M (citywide)
- 6A State Bowling – Service assist
- US Senior Pickleball Regionals – Ongoing service support

## **January Definite Business**

### **Meetings Hosted**

- Synapse Communication Consulting – EI \$15K
- UA SECSAO Annual Meeting – EI \$70K

Staff also attended the Cities of the SEC meetup and joined committees to strengthen partnerships.

**LinkedIn:** +153 followers with strong engagement.

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## **Fayetteville Town Center**

### **Bookings & Operations**

- 10 bookings completed in January; 18 confirmed for February.
- Rebooked 2 weather-related cancellations.
- Monica Jannati earned her CMP certification.

### **Projects & Challenges**

- Ongoing safety trainings, inventory, and guest experience survey rollout.
  - Weather and illness required staffing flexibility; no issues requiring Commission action.
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## **Monthly Sales Report (Town Center)**

**Activity:** 20 incoming calls | 35 outgoing | 125 emails | 9 meetings

**Events & Revenue:**

- 17 events hosted; 1,511 attendees (avg. 89/event).
- January revenue: \$15,266.84 | YTD: \$22,580.99
- 5 additional bookings secured for 2026.

**Pipeline:**

- 4 contracts in negotiation; 30 tentative/hold.
- Prospective value of contracts: \$750,246.81
- Two key opportunities anticipated to close next month.

**Staff Achievements:**

- Monica Jannati has completed work and passed examinations to become a Certified Meeting Professional – congratulations to Monica!

**Upcoming**

- February 20<sup>th</sup> – deadline for commissioner applications. Click [here](#) for information.
- Arkansas Governor's Conference on Tourism | Feb 22–24, Little Rock.
- March 16<sup>th</sup> – Next A&P Commission Meeting

January Collections  
(December Activity)

**\$38,024 + \$347,076**

Lodging

Restaurant

**\$13,510**

Prior Dues Collected

**\$398,610**

Total HMR Collected

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

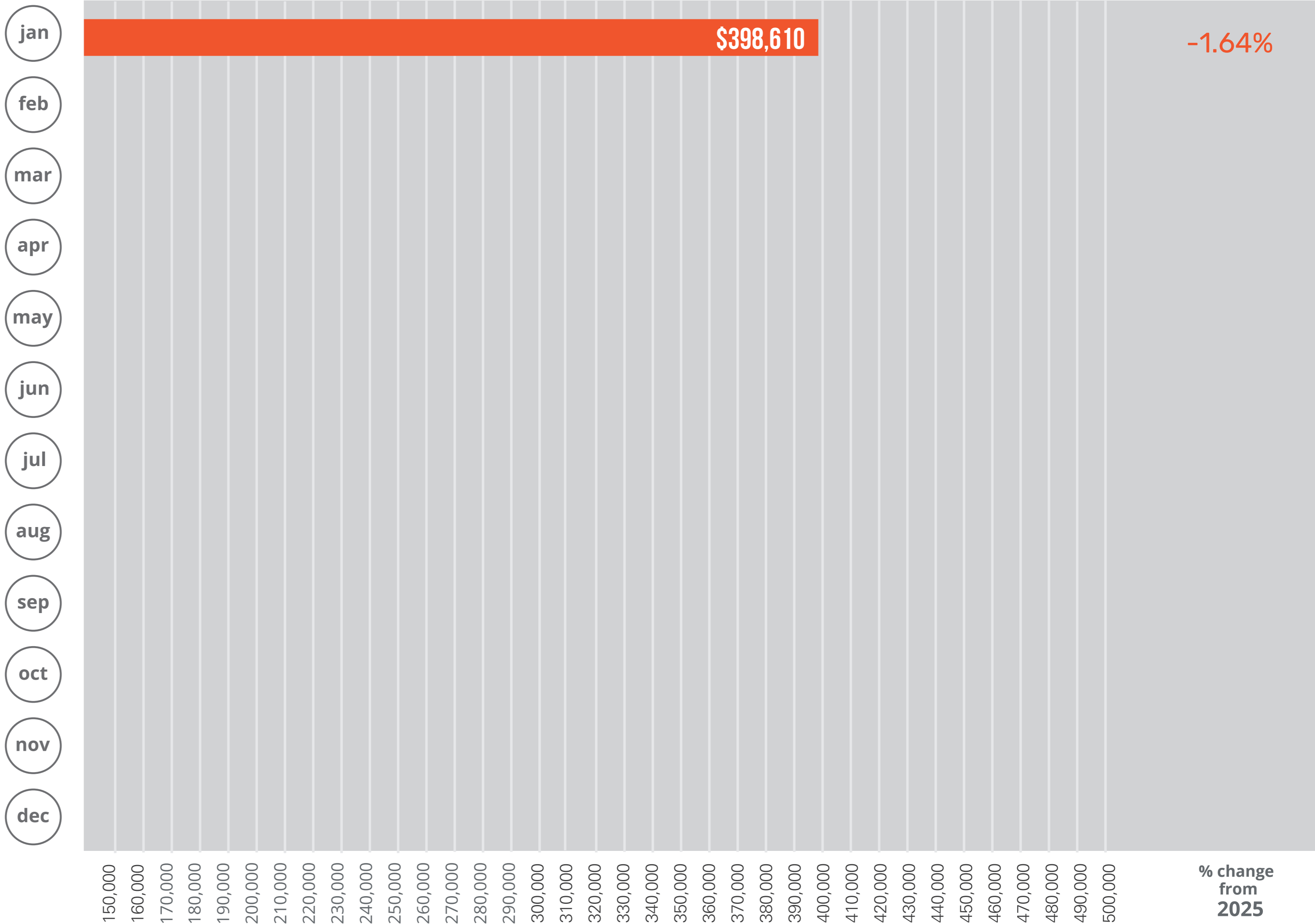
**2021      2022      2023      2024      2025**

\$263,665    \$353,407    \$381,681    \$382,586    \$405,262

-10.20%    34.04%    8.00%    0.24%    5.93%

Change over previous year

2026 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:** Ryan Hauck, CEO, Experience Fayetteville  
Fayetteville Advertising & Promotion Commissioners

**From:** Gretchen Hunt, Director of Finance, Experience Fayetteville

**Date:** February 12, 2026

**Re:** Financial Statements – January 2026

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This packet contains Experience Fayetteville Financial Statements for the month ended January 31, 2026. The following reports are included in the packet:

- Summary P&L Financials for month ended January 31, 2026
- Balance Sheet for month ended January 31, 2026

Target Budget January – 8%

Total Revenue YTD: \$420,157 or 6.5%

Tax Receipts - \$398,610 or 7.3%

Town Center - \$15,095 or 1.8%

Other - \$6,452

Total Operating Expenditure YTD: \$444,629 or 6.8%

EF Main - \$373,126

Town Center - \$71,503

HMR tax – YTD January Collections (December activity) are 5.5% below the seasonally adjusted budget.

Operating Net Income is (\$90,662) year to date.

**Fayetteville A and P Commission**  
**Statement of Budget, Revenue and Expense**  
**Year-to-Date @ January 31, 2026**

	<b>CONSOLIDATED</b>			
	Year-to-Date			
	Actual	Budget	Over/(Under) Budget	% of Budget
<b>Revenue</b>				
Hotel, Motel, Restaurant Taxes Revenue	398,610	5,466,542	(5,067,932)	7.3%
Rental Revenue	14,901	784,000	(769,099)	1.9%
Event Revenue	195	9,500	(9,305)	2.0%
Visitor Center Store Revenue	857	44,000	(43,143)	1.9%
Parking Revenue	-	58,000	(58,000)	0.0%
Grant/Other Revenue	-	81,800	(81,800)	0.0%
Interest and Investment Revenue	5,595	50,100	(44,505)	11.2%
<b>Total Revenue</b>	<b>420,157</b>	<b>6,493,942</b>	<b>(6,073,785)</b>	<b>6.5%</b>
<b>Expenses</b>				
<b>Operating Expenses</b>				
Rental Expenses	372	127,000	(126,628)	0.3%
Event Expenses	-	46,000	(46,000)	0.0%
Visitor Center & Museum Store	1,425	40,575	(39,150)	3.5%
Personnel	121,619	2,096,260	(1,974,641)	5.8%
Sales & Marketing	128,081	1,888,636	(1,760,555)	6.8%
Office and Administrative	124,732	852,831	(728,099)	14.6%
Bond Payments	58,150	700,500	(642,350)	8.3%
Disaster Contingency		10,000	(10,000)	0.0%
COF Energy Improvement Repayment		20,000	(20,000)	0.0%
Contribution to Capital Reserves	-	100,000	(100,000)	0.0%
Other Tourism Support - Community, Art Court, DFC	10,250	412,140	(401,890)	2.5%
TheatreSquared Contribution	-	200,000	(200,000)	0.0%
<b>Total Operating Expenses</b>	<b>444,629</b>	<b>6,493,942</b>	<b>(6,049,313)</b>	<b>6.8%</b>
<b>Net Operating Income/(Loss)</b>	<b>(24,472)</b>	<b>-</b>	<b>(24,472)</b>	<b>0.0%</b>
<b>Other Income</b>				
Unrealized Gain/(Loss) on Investments	(66,190)			0.0%
<b>Other Expenses</b>				
FFE & Improvements	-	240,000	(240,000)	0.0%
Depreciation Expense	-			0.0%
Cost of Goods Sold	-			0.0%
<b>Net Income/(Loss) (without CX Grants)</b>	<b>(90,662)</b>	<b>(240,000)</b>	<b>215,528</b>	<b>37.8%</b>

**Fayetteville A and P Commission**  
**Statement of Budget, Revenue and Expense**  
**Year-to-Date @ January 31, 2026**

	<b>Experience Fayetteville</b>			
	Year-to-Date			
	Actual	Budget	Over/(Under) Budget	% of Budget
<b>Revenue</b>				
Hotel, Motel, Restaurant Taxes Revenue	398,610	5,466,542	(5,067,932)	7.3%
Visitor Center Store Revenue	857	44,000	(43,143)	1.9%
Grant & Other Revenue	-	81,800	(81,800)	0.0%
Interest and Investment Revenue	5,595	50,000	(44,405)	11.2%
<b>Total Revenue</b>	<b>405,062</b>	<b>5,642,342</b>	<b>(5,237,280)</b>	<b>7.2%</b>
<b>Expenses</b>				
<b>Operating Expenses</b>				
Event Expenses	-	44,000	(44,000)	0.0%
Visitor Center & Museum Store	1,425	40,575	(39,150)	3.5%
Personnel	80,851	1,240,876	(1,160,025)	6.5%
Sales & Marketing	128,081	1,866,136	(1,738,055)	6.9%
Office and Administrative	94,369	525,995	(431,626)	17.9%
Bond Payments	58,150	700,500	(642,350)	8.3%
Disaster Contingency		10,000	(10,000)	0.0%
COF Energy Improvement Repayment		20,000	(20,000)	0.0%
Contribution to Capital Reserve	-	100,000	(100,000)	0.0%
Other Tourism Support - Community, Art Court, DFC	10,250	412,140	(401,890)	2.5%
Mobile VC	-	-	-	0.0%
TheatreSquared Contribution	-	200,000	(200,000)	0.0%
<b>Total Operating Expenses</b>	<b>373,126</b>	<b>5,160,222</b>	<b>(4,787,096)</b>	<b>7.2%</b>
<b>Net Income/(Loss) Before Other Revenue and Expenses</b>	<b>31,936</b>	<b>482,120</b>	<b>(450,184)</b>	<b>6.6%</b>
<b>Other Income</b>				
Unrealized Gain/(Loss) on Investments	(66,190)	-	(66,190)	0.0%
<b>Total Other Income</b>	<b>(66,190)</b>			
<b>Other Expenses</b>				
FFE & Improvements	-	70,000	(70,000)	0.0%
Depreciation Expense	-			
Cost of Goods Sold	-			
<b>Net Income/(Loss)</b>	<b>(34,254)</b>	<b>412,120</b>	<b>(380,184)</b>	<b>-8.3%</b>

**Fayetteville A and P Commission**  
**Statement of Budget, Revenue and Expense**  
**Year-to-Date @ January 31, 2026**

	<b>Town Center</b>			
	Year-to-Date			
	Actual	Budget	Over/(Under) Budget	% of Budget
<b>Revenue</b>				
Rental Revenue	14,901	784,000	(769,099)	1.9%
Event Revenue	195	9,500	(9,305)	2.0%
Parking Revenue		58,000	(58,000)	0.0%
Interest and Investment Revenue		100	(100)	0.0%
<b>Total Revenue</b>	<b>15,095</b>	<b>851,600</b>	<b>(836,505)</b>	<b>1.8%</b>
<b>Expenses</b>				
<b>Operating Expenses</b>				
Rental Expenses	372	127,000	(126,628)	0.3%
Event Expenses		2,000	(2,000)	0.0%
Personnel	40,768	855,384	(814,616)	4.8%
Sales & Marketing		22,500	(22,500)	0.0%
Office and Administrative	30,363	326,836	(296,473)	9.3%
<b>Total Operating Expenses</b>	<b>71,503</b>	<b>1,333,720</b>	<b>(1,262,217)</b>	<b>5.4%</b>
<b>Net Income/(Loss) Before Other Revenue and Expenses</b>	<b>(56,408)</b>	<b>(482,120)</b>	<b>425,712</b>	<b>11.7%</b>
<b>Other Expenses</b>				
FFE & Improvements		170,000	(170,000)	100.0%
Depreciation Expense				0.0%
<b>Total Other Expenses</b>	-	<b>170,000</b>	<b>(170,000)</b>	
Bad Debt Expense	-			
<b>Net Income/(Loss)</b>	<b>(56,408)</b>	<b>(652,120)</b>	<b>595,712</b>	<b>8.6%</b>

# Fayetteville A&P Commission

## Balance Sheet

As of January 31, 2026

### ASSETS

#### Current Assets

Cash		3,695,089
Investments		1,244,347
Accounts Receivable		585,306
Prepaid Expenses		12,636
Deposits		40,838
Inventory Asset		21,449

**Total Current Assets** 5,599,665

#### 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	<u>(2,034,604)</u>

**Total Other Assets** 3,769,673

**TOTAL ASSETS** 9,369,338

### LIABILITIES AND EQUITY

#### Current Liabilities

Accounts Payable	74,021
Unearned Revenue	<u>260,811</u>

**Total Liabilities** **334,831**

#### Long Term Liabilities

Notes Payable - City of Fayetteville Solar	<u>366,466.50</u>
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**Total Liabilities** **366,466.50**

#### Equity

Unreserved Fund Balance	7,712,033
Operating Reserve	1,000,000
Capital Reserve	-
Temporarily Restricted Funds	45,558
Net Revenue	
Gain/(Loss) on Investments	(66,190)
Net Revenue	<u>(23,361)</u>

**Total Equity** 8,668,040

**TOTAL LIABILITIES AND EQUITY** 9,369,338

# Memo



**To:** Fayetteville Advertising & Promotion Commissioners  
**From:** Ryan Hauck, CEO  
**Date:** February 11, 2026  
**Re:** Walker Stone POA – Water drainage solution

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## **Background:**

Michele Halsell, President of the Walker Stone Property Owners Association, has met with Miletus Callahan-Barile, our Director of Facilities, and Alan Pugh, engineer for the City of Fayetteville to identify possible solutions to significant stormwater run-off. Miletus Callahan-Barile referred Ms. Halsell to Isaac Ogle, owner of Comprehensive Botanical Services, who has recommended a solution to divert stormwater to Locust Street with a concrete stem wall. The Walker Stone POA Board has allocated the funds to pay for the work at no cost to Experience Fayetteville; they are simply asking for permission to construct an 18" stem wall the length of the parking lot to divert water away from the townhouses. They also propose adding a few decorative boulders in front of the stem wall so that visitors to Walker Stone House who use the parking lot will not accidentally back into the stem wall and damage it. Please see attached proposal.

## **Recommendation:**

We recommend that the A&P Commission allow this work to occur with the understanding that the A&P Commission will not be responsible for the expense or the construction project.

## **Motion to Pass:**

Move that the A&P Commission allow for the construction of a concrete stem wall the length of the Walker Stone House parking lot to divert the flow of storm water away from the Walker Stone Townhomes.



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# Proposal

Date: 11/24/25  
Proposal Number: 059925

TO: Walker-Stone POA  
Fayetteville Arkansas

DESCRIPTION OF WORK: Flood water mitigation	AMOUNT
<p>Construction of a concrete stem wall, approximately 85 feet long, 18 inches tall and 6 inches thick to divert the flow of storm water from the property-parking lot directly North of the complex. The majority of the water flow will be directed West, towards S. Locust Ave, with some water flow directed to the East side of the townhomes.</p> <p>Remove soil and mulch from behind the townhome patios that border the stem wall, install a curtain drain where possible, and top dress with native filter rock.</p>	

Subtotal	16180.00
Sales tax	INCL
Total	\$16180.00

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Proposal Signature and Date

# Memo



**To:** Fayetteville Advertising & Promotion Commissioners  
**From:** Ryan Hauck, CEO  
**Date:** February 16, 2026  
**Re:** Wheel the World – Accessibility Verified Agreement

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## Background

Wheel the World is a recognized leader in accessible travel, providing verified accessibility assessments, training, and global visibility for destinations committed to serving travelers of all abilities.

This initiative is structured as a regional collaboration, coordinated alongside Visit Bentonville allowing Northwest Arkansas to present a unified and consistent approach to accessibility. By participating collectively, the region strengthens its position as a welcoming destination while maximizing impact, efficiency, and shared visibility across municipal boundaries.

Through the Accessibility Verified program, local hotels, attractions, and experiences will receive professional assessments, actionable improvement insights, staff training, and verified listings distributed through Wheel the World's global platform. These efforts directly support both visitor experience enhancements and long-term workforce and community benefits.

## Strategic Alignment

This agreement is a key implementation component of Experience Fayetteville's Destination Master Plan, specifically supporting priorities related to:

- Enhancing visitor readiness and experience quality
- Advancing accessibility and inclusive tourism practices
- Strengthening Fayetteville's and Northwest Arkansas's competitive positioning
- Leveraging regional partnerships for greater collective impact

## Recommendation

Authorize execution of a two-year Accessibility Verified membership agreement with Wheel the World, totaling \$54,606 over the two-year term, inclusive of discounted pricing. The agreement provides cost certainty, defined deliverables, and long-term value through verified listings, training, marketing support, and regional collaboration. This investment supports sustainable destination development, reinforces our regional leadership role, and ensures Fayetteville remains aligned with best practices in inclusive tourism.

## Motion to Pass

Move that Ryan Hauck, CEO of Experience Fayetteville, be authorized to sign the presented two-year agreement with Wheel the World on behalf of the Fayetteville Advertising & Promotion Commission, consistent with the terms and financial commitments outlined.



February 11, 2026

Ryan Hauck, CEO  
Experience Fayetteville  
21 S Block Ave.  
Fayetteville, AR 72701

Dear Ryan Hauck,

On behalf of Visit Bentonville, I am writing to express our strong support for the Wheel of the World opportunity and Fayetteville's leadership in advancing this initiative.

Investment in accessibility is essential to ensure that our communities and our region are welcoming to all. Expanding inclusive experiences strengthens not only tourism, but also quality of life for residents and visitors alike. The Wheel of the World represents a meaningful step toward positioning Northwest Arkansas as a destination that prioritizes equity, innovation, and shared opportunity.

We believe this partnership has the potential to elevate regional collaboration while reinforcing our collective commitment to accessibility and community development. Visit Bentonville looks forward to working alongside Experience Fayetteville to support and amplify this effort for the benefit of our broader region.

Thank you for your continued leadership and partnership.

Sincerely,

  
Kalene Griffith, CEO



## EXPERIENCE FAYETTEVILLE - 2 YEAR MEMBERSHIP

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Prepared for

**Experience Fayetteville**  
21 South Block Ave  
Fayetteville, Arkansas 72701  
United States

Ryan Hauck  
CEO  
rhauck@experiencefayetteville.com  
479.521.5776 ext. 300

Arturo Gaona  
arturo@wheeltheworld.com

**Expires**  
February 27, 2026

Products & Services	# Years	Price
Accessibility Verified Annual Membership - Fayetteville Two years of the Annual membership. 20 verifications per year, 40 verifications in total over the two-year period, including: Landing Page, AI Advisor, API Access, Portal Access, Partner's Care, Trainings & Certification.	2	\$54,606.00 after 24% discount
One-time subtotal		\$54,606.00
		after \$17,244.00 discount
<b>Total</b>		<b>\$54,606.00</b>

## Payment Schedule

Name	Due	Amount
Payment 1 - Year 1	Upon receipt	\$20,477.25
Payment 2 - Year 1	May 8, 2026	\$6,525.75
Payment 1 - Year 2	January 8, 2027	\$20,750.28
Payment 2 - Year 2	April 9, 2027	\$6,852.72

### Comments, terms and conditions.

Including a larger discount for a 2 year membership

[Scope of Work for Destination Verified.](#)

Additional Information:

Use Company W9 to process Payments.

# Quote Acceptance.

If you agree with the conditions established above, please go ahead and sign this Quote. As you sign this Quote, the Invoice will be generated automatically for you.

<p><b>Ryan Hauck</b> rhauck@experiencefayetteville.com</p>	<p>[ sig req signer1 ]</p>
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**Print**



# Accessibility Verified – Scope of Work

## 1. Overview

### Program Purpose & Objectives:

Accessibility Verified is a comprehensive accessibility verification and improvement program designed to help DMOs and their partners assess, enhance, and promote their destination's accessibility. Through a structured evaluation process, detailed insights, and verified listings, Wheel the World enables destinations to better serve travelers with disabilities and seniors while positioning themselves as leaders in inclusive travel.

### Key Deliverables:

- In-depth accessibility assessments of selected hotels, attractions, and services.
- Actionable insight reports with recommendations for improvement.
- Verified listings published on WheelTheWorld.com to enhance visibility.
- Training programs for DMOs and partners on accessibility best practices.
- Marketing materials and digital assets to promote accessibility initiatives.

This document **outlines the roles, responsibilities, and commitments** of both Wheel the World and the DMO to ensure a successful execution of the Accessibility Verified program.

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## 2. Scope of Work

### 1 Destination Research & Partner Selection (Pre-Field Work)

Wheel the World will conduct research to develop an initial list of hotels (60%), attractions, and restaurants that align with accessible travel needs. This list will be provided to the DMO for review, approval, and modifications to ensure alignment with local priorities. Given the partner's response rate, **the list must include 50% more partners** than the amount purchased.

**DMO Responsibility:** The DMO must finalize and approve the list within **three weeks** of receiving it, ensuring that each selected location includes complete contact details such as



business name, primary contact person, email address, and phone number to facilitate efficient coordination and scheduling.

- **If delayed:** If the DMO does not finalize the list within this timeframe, Wheel the World may complement the list with additional locations to ensure the project remains on schedule.

**Mapping Equivalences:** Have in Mind that some sites could count towards more mappings depending on the size. Feel free to select bigger venues; we can measure them individually. Example: Denver Convention Center: 3 Sites, Alabama Airport: 10 Sites, Legoland Amusement Park OC: 4 Sites, Saguaro National Park: 5 Sites

## 2 Partner Engagement & On-Field Coordination (Field Work)

Once the partner list is finalized, Wheel the World will manage outreach, site visit scheduling, and accessibility mapping operations to collect detailed data.

- **Fieldwork Criteria:** Mapping will commence once at least 80% of selected partners confirm participation.
- **Responsibility:** Wheel the World is responsible for all communication and logistics; however, collaboration from the DMO is essential, particularly in providing an introductory letter and actively supporting outreach efforts to ensure partners opt into the program. The DMO's involvement in securing participation strengthens engagement and accelerates the process.
- **Endorsement Letter** (see annex 1: Model Endorsement letter): Wheel will use an endorsement letter with the contracted partnership to be presented to the locations that will be verified. This document serves solely to introduce us to the destinations, communicate the contracted partnership, and encourage engagement from the establishments.

## 3 Delivery of Accessibility Insights & Verified Listings

Upon completion of fieldwork, Wheel the World will provide confidential comprehensive Accessibility Insight Reports to the DMO and participating partners.



- **DMO/Partners Portal:** All detailed accessibility assessments and recommendations will be available via the dedicated DMO/Partners Portal.
- **Publication:** Listings that meet the accessibility criteria will be published on WheelTheWorld.com, enabling travelers with accessibility needs to find and book accommodations and experiences confidently. In the unlikely case that a partner does not meet a minimum level of accessibility, they won't be able to be listed at [WheelTheWorld.com](https://www.WheelTheWorld.com) until that criteria is reached. They will receive an assessment and access to the Portal

#### **4 Training & Capacity Building**

Wheel the World will provide online accessibility training (also available via the dedicated DMO/Partners Portal) for DMO staff and participating partners through our structured e-learning platform (WTW Academy).

- **Topics include:**
  - Accessibility awareness and best practices.
  - Accessible tourism and universal design principles.
  - How to optimize businesses for accessible travelers.
- 25 seats are available for DMO personnel and 15 for each participating partner.

#### **5 Long-Term Value & Marketing Support**

Wheel the World will support the DMO and its partners in enhancing their accessibility branding and outreach efforts through strategic marketing initiatives.

- **Accessibility Verified Seals** – Window clings for verified businesses.
- **Digital Marketing Package** – Social media posts and branding assets.
- **Blog Features & SEO Optimization** – Content highlighting accessibility improvements.
- **Dedicated Landing Page** – A promotional hub showcasing verified partners and accessibility efforts.



## 3. Responsibilities & Obligations

### Wheel the World's Responsibilities

- Conduct accessibility research and provide an initial list of potential partners.
- Manage all communications, scheduling, and site visit logistics (unless otherwise agreed).
- Deploy trained mappers to collect accessibility data and produce verified assessments.
- Deliver detailed insight reports and publish verified listings.
- Provide ongoing training and marketing support for the DMO and its partners.

### DMO's Responsibilities

- Review, approve, or modify the partner list within two weeks.
  - Share the main point of contact of the businesses (Name, email, phone number and address)
  - Facilitate introductions and engagement with participating businesses by providing an **official partnership letter** that informs them of their selection, endorses the initiative, and encourages their participation in the program.
  - Ensure local partners understand the program and commit to participation.
  - Ensure timely payments for project execution.
  - Fill out the Typeform to provide the necessary information for building your customized landing page.
- 

## 4. Project Timeline & Financial Commitment

### Project Timeline

- Week 1-2: DMO reviews and finalizes the partner list.
- Upon 80% partner confirmation: Fieldwork begins.



- Up to 6 months from initial payment: Full completion of the accessibility assessment and delivery of reports.
- The landing page creation will begin once 50% of the listings have been published.

## Payment Terms

- Depend on Quote Agreement.
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## 5. Mutual Commitments & Execution Framework

**Both parties acknowledge that successful execution of the Accessibility Verified program requires:**

- ✓ Active collaboration to ensure smooth operations and partner engagement.
- ✓ Commitment to agreed deadlines to prevent unnecessary delays.
- ✓ Regular coordination meetings to monitor progress and address challenges.

Failure to meet key deadlines (e.g., partner list approval, payment schedules) may impact the project timeline and require adjustments.

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## 6. Services, Listings & Data Management

If a destination is no longer under an active Accessibility Verified program and its membership has expired, it will lose access to all Accessibility Verified assets, including the Accessibility Verified Status — including landing page, the partner portal with improvement tracking and analytics, WTW Academy training, API integration, AI Agent, and the annual Accessibility Roadmap. Only active Accessibility Verified partners continue to receive full visibility, ongoing optimization, and promotional benefits within our ecosystem, such as enhanced website positioning. Previously verified listings will remain live on WheeltheWorld.com, but the Accessibility Verified Seal will be removed after a 6-month grace period. The destination's landing page will remain accessible but will no longer receive updates, SEO enhancements, or newly released features and content sections.

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## 7. Primary Contact for Execution

- **Name:** Sofia Bravo
- **Title:** Head of Customer Success
- **Email:** sofia@wheeltheworld.com

**This Scope of Work (SOW)** serves as the official guideline for the roles, responsibilities, deliverables, and expectations of both Wheel the World and the DMO. By aligning on this framework, we ensure a successful, measurable, and impactful accessibility initiative.

### Annex 1: Model Endorsement letter

#### {DMO Logo}

Greetings {Accessibility Verified location} Members and Partners,

To make {Accessibility Verified location} a more accessible and inclusive destination, {DMO office} has partnered with **Wheel the World**, a travel solution for people with disabilities that allows its users to research businesses and other locations within our destination that match their accessibility needs.

*Find out more information at [www.wheeltheworld.com](http://www.wheeltheworld.com) and check this short explanatory video: [Wheel the World - Accessibility Information](#)*

This collaboration aims to assess, train, and promote local lodging, businesses, and attractions to better market to travelers with disabilities.

**Assessment:** Wheel the World will provide assessments that include an analysis of how each business might be experienced by those with disabilities, focusing on a variety of accessibility needs including mobility, visual, deaf, hard of hearing, and sensory-friendliness. These assessments will include context with various accommodations that might be offered and provide recommendations that could help to make your business or location more accessible.

**Training:** Wheel the World also provides online education (Wheel the World Academy e-learning platform), which will cover an introduction to accessible tourism, best practices, and meeting individual



needs. The online training tools are included at no charge for you and your team to use.

**Promote:** Your business will be promoted and listed on [www.wheeltheworld.com](http://www.wheeltheworld.com), which can help generate new clients for you and meet the demand of travelers with disabilities worldwide. Further, **{Accessibility Verified location}** will be highlighting your relevant accessibility information in its listings, and creating a feature page listing all participants in the program to assist travelers in finding relevant resources and information.

We would love to have your business as part of this initiative to deliver helpful information to guests and create a welcoming invitation for more people with disabilities to come to **{Accessibility Verified location}**. Please let me know if you have any questions.

Many thanks,

{DMO DIGITAL SIGN and NAME}

## Annex 2: Landings

DMO Landing page model: editable content

Hero title and logo

- We need to know what the preferred DMO name is for this section title.
- We need an updated DMO logo.

Categories

- We typically select the best photo from each category (Hotels, Activities, Restaurants), but the DMO is welcome to suggest alternatives.

Collaboration with WTW

- This section features the video (media solution) with standardized text about the collaboration with Wheel the World, consistent across all DMO landings. If no video is available, we use a landscape or a representative photo of the DMO, though they are welcome to suggest alternatives.

About section copy

- For the "About" section, the DMO can provide text up to 800 characters, ready for copy-pasting from the Typeform. Alternatively, we can create the text using information collected through the Typeform.

Activities

- We select the best photo for each activity, but the DMO is welcome to suggest alternative images and adjust the order of appearance of the activities.

Restaurants

- We select the best photo for each restaurant, but the DMO is welcome to suggest alternative images and adjust the order of appearance of the activities.

Hero image

- We need a 16:9 aspect ratio image for the Hero section. It can be selected from the DMO's provided folder or it can be a different image, as long as it fits the proportions and adapts to mobile resolution.

Mobile resolution

- We need a 1:1 aspect ratio image for the Hero mobile.

About section image

- As with the previous image, we select a landscape or a representative photo of the DMO, though they are welcome to suggest alternatives.

Transportation

- The DMO should provide information and images of available accessible transportation.

Tips when traveling

- For the text under each title, the DMO can suggest content with a maximum of 450 characters. This suggested text can either be ready for copy-pasting from the Typeform or created by us based on the information provided in the Typeform.

