

**Fayetteville Advertising and
Promotion Commission
March 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 February meeting minutes, Chair Elvis Moya.
 - C. Vote. Engagement Letter with Forvis, LLP for 2024 audit services. Ryan Hauck, CEO
Staff recommends a vote to authorize CEO Ryan Hauck to execute the 2025 audit engagement letter with Forvis, LLP for an estimated fee of \$33,250 Memo and Engagement Letter included.
- III. Reports
 - A. Meet the Team, CEO Ryan Hauck
 - Chris Lankford, Director of Brand Strategy, EF
 - Tina Archer, VP of Sales, EF
 - A.C. Day, FTC Marketing Manager and Contract Content Creator for EF
 - B. CEO Report, CEO Ryan Hauck, An executive overview of the previous month
 - C. Financial Report, CEO Ryan Hauck
 - D. Marketing and Communications Quarterly Update, VP of Marketing and Communications Brannon Pack
- IV. Old Business
- V. New Business
 - A. Discussion and Vote. Commissioner applicants, Commissioner Mike Wiederkehr

B. Discussion and Vote. Policy Revisions

- Employee Handbook and Financial Policies: Employee Recognition and Appreciation
 - Includes recommendations from Chair Moya
- Employee Handbook: LWOP – to include caring for family, birth adoption, etc
- Employee Handbook: Parental Leave to reference LWOP
- From Chair Moya: Company Credit Card Policy

Memos and proposed policy edits included.

- VI. Good of the Order/ Adjournment, Chair Moya and CEO Hauck
Thank you to outgoing commissioner, Chrissy Sanderson

Fayetteville A&P Commission – Meeting Minutes

Meeting Details

- Meeting held February 16, 2026 at 2:00 p.m. at the Fayetteville Town Center.
- Present: Chair Elvis Moya; Commissioners Hamilton, Stafford, Sanderson, Hunt.
- Absent: Commissioners Kinney and Wiederkehr.
- Staff Present: CEO Ryan Hauck.

I. Call to Order

- Chair Moya called the meeting to order at 2:00 p.m. and noted there were no changes to the agenda.

II. Approval of Minutes

- Motion to approve the January 26, 2026 Minutes made by Commissioner Stafford; seconded by Commissioner Hunt; approved unanimously via roll call.

III. Reports

A. Acknowledgements & Team Introductions

- Chair Moya recognized outgoing Commissioner Sarah Bunch and offered words of appreciation; CEO Hauck presented her with a token of thanks.
- Team introductions included: Gretchen Hunt (Director of Finance, EF), Emma Reed (Event Services Manager, FTC), and Amy Stockton (Director of Organizational Services, EF).

B. CEO Report – Ryan Hauck

- Marketing & Communications: Onboarding AM Group (PR) and AC Day for organic posting efforts; transitioning to new AOR.
- National Exposure: PBS Appalachia episode filmed in fall aired January 22.
- Club America Promotion: PR blitz underway; event scheduled for March 28 with strong early ticket sales.
- Website Performance: Slight dip attributed to agency transition.
- Agencies (AM Group, Verb) actively using Zartico; monthly reports will be included in packets.
- Visitor Center: 283 visitors in January from New Zealand, Israel, Canada; annual inventory completed.
- ABA Reno Trip: Hauck and Julie met with multiple groups; early booking traction reported.
- Sales update including several items: America250 Committee: Supporting aligned events and funneling others that fit mission; EF creating the Fayetteville250 site.
- CEO Hauck shared both prospective and definite business leads from the Sales Team.
- Cities of the SEC: Jose and Brannon attended; key takeaways to be shared at a future meeting per request of the commission.
- Town Center: 10 January bookings completed; 8 confirmed for February; Monica Jannati earned CMP certification.

- Town Center Revenue: January hosted 17 events with revenue exceeding \$15K; 4 events currently under negotiation.
- Commissioner Sanderson's seat application deadline: February 20.
- Marketing Engagement: Commissioners and staff are receiving all AM Group news releases; Brannon Pack, VP of Marketing and Communications to provide quarterly updates starting next meeting.
- Ale Trail Passport: Higher redemption expected in warmer months, especially as new passport focuses on just the includes 9 Fayetteville breweries.
- New Business reports from City of Fayetteville: Commission requested inclusion in monthly CEO updates; staff to provide.

D. Finance Report

- CEO Hauck provided the report with Director of Finance Gretchen Hunt available for questions.
- December HMR collections were 1% below seasonally adjusted levels; 2025 had seen >5% growth, so minor decline not concerning.
- January revenue at 6.5% (target 8%); expenditures at 6.8%.
- Operating Net Income YTD: -\$90,662 due to early-year subscription payments.
- Director Hunt exploring investment opportunities with City Finance Director Steve Dotson.

IV. New Business

A. Walker Stone POA Townhomes Water Mitigation Project

- Presentation by Michele Halsell regarding plan to divert flooding from WSH parking lot; COF's Allan Pugh supportive of curb cuts for drainage.
- Discussion addressed placement and ownership of proposed stem wall; likely on WSH property.
- Motion made by Commissioner Hamilton to accept the WS Townhomes POA's request to build and maintain a retaining wall not exceeding 18 inches above WSH property, with maintenance agreement reviewed by A&P's Commission legal counsel. This will be transferable upon sale and will include both the Walker Stone House POA and the townhomes as well as the Walker Stone House. It was seconded by Commissioner Stafford and was unanimously approved.

B. Wheel the World Contract

- CEO Hauck presented contract details, referencing discussion at fall retreat; partnership includes Visit Bentonville.
- Purpose is accessible-focused regional marketing; aligns with Destination Master Plan.
- EF will have 25 Points of Interest; Bentonville 20, creating slight cost difference.
- Platform has largest accessibility-travel audience internationally.
- Motion to approve made by Commissioner Stafford; seconded by Commissioner Hamilton; approved unanimously.

V. Executive Session

- Commission entered executive session to discuss continued employment of a staff member; no action taken upon return to open session.

VI. Good of the Order / Adjournment

- Reminder to commissioners to confirm attendance when meeting announcements are distributed.
- For next month's financial and employment policy discussions, commissioners asked to submit suggested topics to CEO Hauck or Amy Stockton before packet deadline.
- CEO Hauck announced launch of the Favoriteville Fund with information available online.
- Motion to adjourn made by Commissioner Sanderson; seconded by Commissioner Stafford; approved unanimously. Meeting adjourned at 3:52 p.m.
- Minutes recorded by Amy Stockton.

Memo



To: Fayetteville Advertising & Promotion Commissioners
From: Gretchen Hunt, Director of Finance, Experience Fayetteville
Date: March 10, 2026
Re: 2025 Financial Audit Engagement Letter with Forvis

Background:

The Fayetteville Advertising and Promotion Commission has engaged Forvis, LLP for audit services from fiscal years 2018 through 2024. To maintain consistency and alignment, we strive to coordinate our audit services with the City of Fayetteville, which is currently in Year 4 of a five-year contract with Forvis.

For the 2025 fiscal year, the estimated audit fee is \$33,250. The Commission's 2026 operating budget includes \$35,000 for audit and accounting services, ensuring sufficient funding for this engagement. The 2025 engagement letter is attached for reference.

The engagement letter was sent to the CEO for signature before the commission voted on this matter and has been signed and returned to Forvis. I will ensure that future contracts follow the correct approval sequence before being sent for signature.

Staff Recommendation:

Staff recommends a **vote to approve the engagement agreement for audit services for 2025 to be provided by Forvis, LLC for an estimated fee of \$33,250.**

January 16, 2026

Board of Commissioners
Mr. Ryan Hauck, CEO
Fayetteville Advertising and Promotion Commission
21 South Block Avenue, Suite 100
Fayetteville, AR 72701

We appreciate your selection of **Forvis Mazars, LLP** as your service provider and are pleased to confirm the arrangements of our engagement in this contract. Within the requirements of our professional standards and any duties owed to the public, regulatory, or other authorities, our goal is to provide you an **Unmatched Client Experience®**.

In addition to the terms set forth in this contract, including the detailed **Scope of Services**, our engagement is governed by the following, incorporated fully by this reference:

- Terms and Conditions Addendum

Summary Scope of Services

As described in the attached **Scope of Services**, our services will include the following:

FAYETTEVILLE ADVERTISING AND PROMOTION COMMISSION

- Audit Services for the ended December 31, 2025

You agree to assume full responsibility for the substantive outcomes of the contracted services and for any other services we may provide, including any findings that may result.

You also acknowledge these services are adequate for your purposes, and you will establish and monitor the performance of these services to ensure they meet management's objectives. All decisions involving management responsibilities related to these services will be made by you, and you accept full responsibility for such decisions.

We understand you have designated a management-level individual(s) to be responsible and accountable for overseeing the performance of nonattest services, and you have determined this individual is qualified to conduct such oversight.

Engagement Fees

The fee for our services will be \$33,250.

Included in this fee are travel costs and fees for services from other professionals, if any, as well as an administrative fee of (5)% to cover certain technology and administrative costs associated with our services.

Our pricing for this engagement and our fee structure are based upon the expectation that our invoices will be paid promptly. Payment of our invoices is due upon receipt.

Our timely completion of services and the fees thereon depends on the assistance you provide us in accumulating information and responding to our inquiries. Inaccuracies or delays in providing this information or the responses may result in additional billings, untimely filings, or inability to meet other deadlines.

Contract Agreement

Acknowledged and agreed to as it relates to the entire contract, including the **Scope of Services** and **Terms and Conditions Addendum**, on behalf of FAYETTEVILLE ADVERTISING AND PROMOTION COMMISSION.

Forvis Mazars, LLP

Forvis Mazars, LLP

BY  _____
Ryan Hauck, CEO

DATE March 3, 2026

AM: 1182746

Scope of Services – Audit Services

We will audit the regulatory basis financial statements and related disclosures, which collectively comprise the basic financial statements for the following entity:

FAYETTEVILLE ADVERTISING AND PROMOTION COMMISSION as of and for the year ended December 31, 2025

The audit has the following broad objectives:

- Obtaining reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error
- Expressing an opinion on the regulatory basis financial statements prepared in accordance with Arkansas Code Section 10-4-202
- Issuing a report on your internal control over financial reporting and compliance and other matters based on the audit of your financial statements in accordance with *Government Auditing Standards*

We understand the financial statements are prepared in accordance with the regulatory basis of accounting permitted by Arkansas Code Section 10-4-202, which is a basis of accounting that differs from accounting principles generally accepted in the United States of America.

We will also provide you with the following nonattest services:

- Preparing a draft of the financial statements and related notes

You agree to assume all management responsibilities and to oversee the nonattest services we will provide by designating an individual possessing suitable skill, knowledge, and/or experience. You acknowledge that nonattest services are not covered under *Government Auditing Standards*. You are responsible for:

- Making all management decisions and performing all management functions.
- Evaluating the adequacy and results of the services performed.
- Accepting responsibility for the results of such services.
- Designing, implementing, and maintaining internal controls, including monitoring ongoing activities.

Cynthia Burns, director is responsible for supervising the engagement and authorizing the signing of the report.

We will issue a written report upon completion of our audit, addressed to the following parties:

Entity Name FAYETTEVILLE ADVERTISING AND PROMOTION COMMISSION	Party Name Board of Commissioners Ryan Hauck, CEO
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You are responsible to distribute our reports to other officials who have legal oversight authority or those responsible for acting on audit findings and recommendations, and to others authorized to receive such reports.

The following apply for the audit services described above:

Our Responsibilities We will conduct our audit in accordance with auditing standards generally accepted in the United States of America (GAAS), the standards applicable to financial audits contained in *Government Auditing Standards*, issued by the Comptroller General of the United States. Those standards require that we plan and perform the audit of the financial statements to obtain reasonable rather than

absolute assurance about whether the financial statements are free of material misstatement, whether caused by fraud or error.

We will exercise professional judgment and maintain professional skepticism throughout the audit.

We will identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion.

We will obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances.

We will evaluate the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluate the overall presentation of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We will also conclude, based on audit evidence obtained, whether there are conditions or events, considered in the aggregate, that raise substantial doubt about the entity's ability to continue as a going concern for a reasonable period of time.

We will identify and assess the risks of material noncompliance, whether due to fraud or error, and design and perform audit procedures responsive to those risks. Such procedures include examining, on a test basis, evidence regarding the entity's compliance with compliance requirements subject to audit and performing such other procedures as the auditor considers necessary in the circumstances.

We are required to communicate with those charged with governance, regarding, among other matters, the planned scope and timing of the audit and any significant deficiencies and material weaknesses in internal control over compliance that the auditor identified during the audit.

Limitations & Fraud

Reasonable assurance is a high level of assurance but is not absolute assurance and, therefore, is not a guarantee that an audit that is planned and conducted in accordance with GAAS will always detect a material misstatement when it exists. Misstatements, including omissions, can arise from fraud or error and are considered material if there is a substantial likelihood that, individually or in the aggregate, they would influence the judgment made by a reasonable user based on the financial statements. Our responsibility as auditors is limited to the period covered by our audit and does not extend to any later periods for which we are not engaged as auditors.

The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.

Our understanding of internal control is not for the purpose of expressing an opinion on the effectiveness of your internal control. However, we will communicate to you in writing any significant deficiencies or material weaknesses in internal control relevant to the audit of the financial statements that we identify during the audit.

We are available to perform additional procedures with regard to fraud detection and prevention at your request, subject to completion of our normal engagement acceptance procedures. The actual terms and fees of such an engagement would be documented in a separate contract to be signed by you and Forvis Mazars, LLP.

Opinion

Circumstances may arise in which our report may differ from its expected form and content based on the results of our audit. Depending on the nature of these circumstances, it may be necessary for us to modify our opinion, add an emphasis-of-matter paragraph or other-matter paragraph(s) to our auditor's report, or if necessary, decline to express an opinion or withdraw from the engagement.

If we discover conditions that may prohibit us from issuing a standard report, we will notify you. In such circumstances, further arrangements may be necessary to continue our engagement.

Your Responsibilities

Management and, if applicable, those charged with governance acknowledge and understand their responsibility for the accuracy and completeness of all information provided and for the following:

- **Audit Support** – to provide us with:
 - Unrestricted access to persons within the entity or within components of the entity (including management, those charged with governance, and component auditors) from whom we determine it necessary to obtain audit evidence
 - Information of which you are aware that is relevant to the preparation and fair presentation of the financial statements, including access to information relevant to disclosures
 - Information about events occurring or facts discovered subsequent to the date of the financial statements, of which management may become aware, that may affect the financial statements
 - Information about any known or suspected fraud affecting the entity involving management, employees with significant role in internal control, and others where fraud could have a material effect on the financials
 - Identification and provision of report copies of previous audits, attestation engagements, or other studies that directly relate to the objectives of the audit, including whether related recommendations have been implemented
 - Additional information that we may request for the purpose of the audit
- **Internal Control and Compliance** – for the:
 - Design, implementation, and maintenance of internal control relevant to compliance with laws and regulations and the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error
 - Alignment of internal control to ensure that appropriate goals and objectives are met; that management and financial information is reliable and properly reported; and that compliance with and identification of the laws, regulations, contracts, grants, or agreements (including any federal award programs) applicable to the entity's activities is achieved
 - Remedy, through timely and appropriate steps, of fraud and noncompliance with provisions of laws, regulations, contracts, or other agreements reported by the auditor

- Establishment and maintenance of processes to track the status and address findings and recommendations of auditors
- **Accounting and Reporting** – for the:
 - Maintenance of adequate records, selection and application of accounting principles, and the safeguard of assets
 - Adjustment of the financial statements to correct material misstatements and confirmation to us in the representation letter that the effects of any uncorrected misstatements aggregated by us are immaterial, both individually and in the aggregate, to the financial statements taken as a whole
 - Preparation and fair presentation of the financial statements in accordance with accounting principles permitted by Arkansas Code Section 10-4-202, which is a regulatory basis of accounting that differs from accounting principles generally accepted in the United States of America
 - Inclusion of the auditors' report in any document containing financial statements that indicates that such financial statements have been audited by us
 - Distribution of audit reports to any necessary parties

**Written
Confirmations
Required**

As part of our audit process, we will request from management and, if applicable, those charged with governance written confirmation acknowledging certain responsibilities outlined in this contract and confirming:

- The availability of this information.
- Certain representations made during the audit for all periods presented.
- The effects of any uncorrected misstatements, if any, resulting from errors or fraud aggregated by us during the current engagement and pertaining to the latest period presented are immaterial, both individually and in the aggregate, to the financial statements taken as a whole.

**Peer Review
Report**

Government Auditing Standards require that we provide you with a copy of our most recent external peer review report and any letter of comment, and any subsequent peer review reports and letters of comment received during the period of the contract, upon request. If you would like a copy, please request from your engagement executive.

Forvis Mazars, LLP Terms and Conditions Addendum

GENERAL

1. **Overview.** This addendum describes **Forvis Mazars, LLP's** standard terms and conditions ("Terms and Conditions") applicable to Our provision of services to the Client ("You"). The Terms and Conditions are a part of the contract between You and Forvis Mazars, LLP. For the purposes of the Terms and Conditions, any reference to "Firm," "We," "Us," or "Our" is a reference to Forvis Mazars, LLP ("Forvis Mazars"), and any reference to "You" or "Your" is a reference to the party or parties that have engaged Us to provide services and the party or parties ultimately responsible for payment of Our fees and costs.

BILLING, PAYMENT, & TERMINATION

2. **Billing and Payment Terms.** We will bill You for Our professional fees and costs as outlined in Our contract. Unless otherwise provided in Our contract, payment is due upon receipt of Our billing statement. Interest will be charged on any unpaid balance after 30 days at the rate of 10 percent per annum, or as allowed by law at the earliest date thereafter, and highest applicable rate if less than 10 percent. All fees, charges, and other amounts payable to Forvis Mazars hereunder do not include any sales, use, excise, value-added, or other applicable taxes, tariffs, or duties, payment of which shall be Your sole responsibility, and do not include any applicable taxes based on Forvis Mazars' net income or taxes arising from the employment or independent contractor relationship between Forvis Mazars and Forvis Mazars' personnel.

We reserve the right to suspend or terminate Our work for this engagement or any other engagement for nonpayment of fees. If Our work is suspended or terminated, You agree that We will not be responsible for Your failure to meet governmental and other deadlines, for any penalties or interest that may be assessed against You resulting from Your failure to meet such deadlines, and for any other damages (including but not limited to consequential, indirect, lost profits, or punitive damages) incurred as a result of the suspension or termination of Our services.

Our fees may increase if Our duties or responsibilities are increased by rulemaking of any regulatory body or any additional new accounting or auditing standards. Our engagement fees do not include any time for post-engagement consultation with Your personnel or third parties, consent letters and related procedures for the use of Our reports in offering documents, inquiries from regulators, or testimony or deposition regarding any subpoena. Charges for such services will be billed separately.

3. **Billing Records.** If these services are determined to be within the scope and authority of Section 1861(v)(1)(I) of the Social Security Act, We agree to make available to the Secretary of Health and Human Services, or to the U.S. Comptroller General, or any of their duly authorized representatives, such of Our books, documents, and records that are necessary to certify the nature and extent of Our services, until the expiration of four (4) years after the furnishing of these services. This contract allows access to contracts of a similar nature between subcontractors and related organizations of the subcontractor, and to their books, documents, and records.

4. **Termination.** Either party may terminate these services in good faith at any time for any reason, including Your failure to comply with the terms of Our contract or as We determine professional standards require. Both parties must agree, in writing, to any future modifications or extensions. If services are terminated, You agree to pay Forvis Mazars for time expended to date. In addition, You will be billed costs and fees for services from other professionals, if any, as well as an administrative fee of five (5) percent to cover certain technology and administrative costs associated with Our services. Unless terminated sooner in accordance with its terms, this engagement shall terminate upon the completion of Forvis Mazars' services hereunder.

DISPUTES & DISCLAIMERS

5. **Mediation.** Any dispute arising out of or related to this engagement will, prior to resorting to litigation, be submitted for nonbinding mediation upon written request by either party. Both parties agree to try in good faith to settle the dispute in mediation. The mediator will be selected by agreement of the parties. The mediation proceeding shall be confidential. Each party will bear its own costs in the mediation, but the fees and expenses of the mediator will be shared equally.
6. **Indemnification.** Unless disallowed by law or applicable professional standards, You agree to hold Forvis Mazars harmless from any and all claims which arise from knowing misrepresentations to Forvis Mazars, or the intentional withholding or concealment of information from Forvis Mazars by Your management or any partner, principal, shareholder, officer, director, member, employee, agent, or assign of Yours. You also agree to indemnify Forvis Mazars for any claims made against Forvis Mazars by third parties, which arise from any wrongful actions of Your management or any partner, principal, shareholder, officer, director, member, employee, agent, or assign of Yours. The provisions of this paragraph shall apply regardless of the nature of the claim.
7. **Statute of Limitations.** You agree that any claim or legal action arising out of or related to this contract and the services provided hereunder shall be commenced no more than one (1) year from the date of delivery of the work product to You or the termination of the services described herein (whichever is earlier), regardless of any statute of limitations prescribing a longer period of time for commencing such a claim under law. This time limitation shall apply regardless of whether Forvis Mazars performs other or subsequent services for You. A claim is understood to be a demand for money or services, demand for mediation, or the service of suit based on a breach of this contract or the acts or omissions of Forvis Mazars in performing the services provided herein. This provision shall not apply if enforcement is disallowed by applicable law or professional standards.
8. **Limitation of Liability.** You agree that Forvis Mazars' liability, if any, arising out of or related to this contract and the services provided hereunder, shall be limited to the amount of the fees paid by You for services rendered under this contract. This limitation shall not apply to the extent it is finally, judicially determined that the liability resulted from the intentional or willful misconduct of Forvis Mazars or if enforcement of this

provision is disallowed by applicable law or professional standards.

9. **Waiver of Certain Damages.** In no event shall Forvis Mazars be liable to You or a third party for any indirect, special, consequential, punitive, or exemplary damages, including but not limited to lost profits, loss of revenue, interruption, loss of use, damage to goodwill or reputation, regardless of whether You were advised of the possibility of such damages, regardless of whether such damages were reasonably foreseeable, and regardless of whether such damages arise under a theory of contract, tort, strict liability, or otherwise.
10. **Choice of Law.** You acknowledge and agree that any dispute arising out of or related to this contract shall be governed by the laws of the State of Texas, without regard to its conflict of laws principles.
11. **WAIVER OF JURY TRIAL. THE PARTIES HEREBY AGREE NOT TO ELECT A TRIAL BY JURY OF ANY ISSUE TRIABLE OF RIGHT BY JURY, AND WAIVE ANY RIGHT TO TRIAL BY JURY FULLY TO THE EXTENT THAT ANY SUCH RIGHT SHALL NOW OR HEREAFTER EXIST WITH REGARD TO THIS AGREEMENT, OR ANY CLAIM, COUNTERCLAIM, OR OTHER ACTION ARISING IN CONNECTION THEREWITH. THIS WAIVER OF RIGHT TO TRIAL BY JURY IS GIVEN KNOWINGLY AND VOLUNTARILY BY THE PARTIES, AND IS INTENDED TO ENCOMPASS INDIVIDUALLY EACH INSTANCE AND EACH ISSUE AS TO WHICH THE RIGHT TO A TRIAL BY JURY WOULD OTHERWISE ACCRUE.**
12. **Severability.** In the event that any term or provision of this agreement shall be held to be invalid, void, or unenforceable, then the remainder of this agreement shall not be affected, and each such term and provision of this agreement shall be valid and enforceable to the fullest extent permitted by law.
13. **Assignment.** You acknowledge and agree that the terms and conditions of this contract shall be binding upon and inure to the parties' successors and assigns, subject to applicable laws and regulations.
14. **Disclaimer of Legal or Investment Advice.** Our services do not constitute legal or investment advice. You should seek the advice of legal counsel in such matters. Regulatory authorities may interpret circumstances differently than We do. In addition, the applicable laws, regulations, and regulators' enforcement activities may change over time.

RECORDS, WORKPAPERS, DELIVERABLES, & PROPRIETARY INFORMATION

15. **Maintenance of Records.** You agree to assume full responsibility for maintaining Your original data and records and that Forvis Mazars has no responsibility to maintain this information. You agree You will not rely on Forvis Mazars to provide hosting, electronic security, or backup services, *e.g.*, business continuity or disaster recovery services, to You unless separately engaged to do so. You understand that Your access to data, records, and information from Forvis Mazars' servers, *i.e.*, Forvis Mazars portals used to exchange information, can be terminated at any time and You will not rely on using this to host Your data and records.

16. **Forvis Mazars Workpapers.** Our workpapers and documentation retained in any form of media for this engagement are the property of Forvis Mazars. We can be compelled to provide information under legal process. In addition, We may be requested by regulatory or enforcement bodies (including any State Board) to make certain workpapers available to them pursuant to authority granted by law or regulation. Unless We are prohibited from doing so by law or regulation, Forvis Mazars will inform You of any such legal process or request. You agree We have no legal responsibility to You in the event We determine We are obligated to provide such documents or information.
17. **Subpoenas or Other Legal Process.** In the event Forvis Mazars is required to respond to any such subpoena, court order, or any government regulatory inquiry or other legal process relating to You or Your management for the production of documents and/or testimony relative to information We obtained or prepared incident to this or any other engagement in a matter in which Forvis Mazars is not a party, You shall compensate Forvis Mazars for all time We expend in connection with such response at normal and customary hourly rates and to reimburse Us for all out-of-pocket expenses incurred in regard to such response.
18. **Use of Deliverables and Drafts.** You agree You will not modify any deliverables or drafts prepared by Us for internal use or for distribution to third parties. You also understand that We may on occasion send You documents marked as draft and understand that those are for Your review purpose only, should not be distributed in any way, and should be destroyed as soon as possible.

Our report on any financial statements must be associated only with the financial statements that were the subject of Our engagement. You may make copies of Our report, but only if the entire financial statements (exactly as attached to Our report, including related footnotes) and any supplementary information, as appropriate, are reproduced and distributed with Our report. You agree not to reproduce or associate Our report with any other financial statements, or portions thereof, that are not the subject of Our engagement.
19. **Proprietary Information.** You acknowledge that proprietary information, documents, materials, management techniques, and other intellectual property are a material source of the services We perform and were developed prior to Our association with You. Any new forms, software, documents, or intellectual property We develop during this engagement for Your use shall belong to Us, and You shall have the limited right to use them solely within Your business. All reports, templates, manuals, forms, checklists, questionnaires, letters, agreements, and other documents which We make available to You are confidential and proprietary to Us. Neither You, nor any of Your agents, will copy, electronically store, reproduce, or make any such documents available to anyone other than Your personnel. This provision will apply to all materials whether in digital, "hard copy" format, or other medium.

REGULATORY

20. **U.S. Securities and Exchange Commission ("SEC") and other Regulatory Bodies.** Where We are providing services either for (a) an entity that is registered with the SEC, (b) an affiliate of such registrant, or (c) an entity or affiliate that is

subject to rules, regulations, or standards beyond those of the American Institute of Certified Public Accountants (“AICPA”), any term of this contract that would be prohibited by or impair Our independence under applicable law or regulation shall not apply to the extent necessary only to avoid such prohibition or impairment.

21. **Offering Document.** You may wish to include Our report(s) on financial statements in an exempt offering document. You agree that any report, including any auditor’s report, or reference to Our firm, will not be included in any such offering document without notifying Us. Any agreement to perform work in connection with an exempt offering document, including providing agreement for the use of the auditor’s report in the exempt offering document, will be a separate engagement.

Any exempt offering document issued by You with which We are not involved will clearly indicate that We are not involved by including a disclosure such as, “Forvis Mazars, LLP, our independent auditor, has not been engaged to perform and has not performed, since the date of its report included herein, any procedures on the financial statements addressed in that report. Forvis Mazars, LLP also has not performed any procedures relating to this offering document.”

22. **Forvis Mazars Not a Municipal Advisor.** Forvis Mazars is not acting as Your municipal advisor under Section 15B of the *Securities Exchange Act of 1934*, as amended. As such, Forvis Mazars is not recommending any action to You and does not owe You a fiduciary duty with respect to any information or communications regarding municipal financial products or the issuance of municipal securities. You should discuss such matters with internal or external advisors and experts You deem appropriate before acting on any such information or material provided by Forvis Mazars.
23. **Forvis Mazars Not a Fiduciary.** In providing Our attest services, We are required by law and our professional standards to maintain our independence from You. We take this mandate very seriously and thus guard against impermissible relationships which may impair the very independence which You and the users of Our report require. As such, You should not place upon Us special confidence that in the performance of Our attest services We will act solely in Your interest. Therefore, You acknowledge and agree We are not in a fiduciary relationship with You and We have no fiduciary responsibilities to You in the performance of Our services described herein.

TECHNOLOGY

24. **Electronic Sites.** You agree to notify Us if You desire to place Our report(s), including any reports on Your financial statements, along with other information, such as a report by management or those charged with governance on operations, financial summaries or highlights, financial ratios, etc., on an electronic site. You recognize that We have no responsibility to review information contained in electronic sites.
25. **Electronic Signatures and Counterparts.** This contract and other documents to be delivered pursuant to this contract may be executed in one or more counterparts, each of which will be deemed to be an original copy and all of which, when taken together, will be deemed to constitute one and the same

agreement or document, and will be effective when counterparts have been signed by each of the parties and delivered to the other parties. Each party agrees that the electronic signatures, whether digital or encrypted, of the parties included in this contract are intended to authenticate this writing and to have the same force and effect as manual signatures. Delivery of a copy of this contract or any other document contemplated hereby, bearing an original manual or electronic signature by facsimile transmission (including a facsimile delivered via the internet), by electronic mail in “portable document format” (“.pdf”) or similar format intended to preserve the original graphic and pictorial appearance of a document, or through the use of electronic signature software, will have the same effect as physical delivery of the paper document bearing an original signature.

26. **Electronic Data Communication and Storage.** In the interest of facilitating Our services to You, We may send data over the internet, temporarily store electronic data via computer software applications hosted remotely on the internet, or utilize cloud-based storage. Your confidential electronic data may be transmitted or stored using these methods. In using these data communication and storage methods, We employ measures designed to maintain data security. We use reasonable efforts to keep such communications and electronic data secure in accordance with Our obligations under applicable laws, regulations, and professional standards.

You recognize and accept that We have no control over the unauthorized interception or breach of any communications or electronic data once it has been transmitted or if it has been subject to unauthorized access while stored, notwithstanding all reasonable security measures employed by Us. You consent to Our use of these electronic devices and applications during this engagement.

OTHER MATTERS

27. **Cooperation.** You agree to cooperate with Forvis Mazars in the performance of Forvis Mazars’ services to You, including the provision to Forvis Mazars of reasonable facilities and timely access to Your data, information, and personnel. You shall be responsible for the performance of Your employees and agents.
28. **Third-Party Service Providers.** Forvis Mazars may from time to time utilize third-party service providers, including but not limited to domestic software processors or legal counsel, or disclose confidential information about You to third-party service providers in serving Your account. Forvis Mazars maintains, however, internal policies, procedures, and safeguards to protect the confidentiality and security of Your information. In addition, Forvis Mazars will secure confidentiality agreements with all service providers to maintain the confidentiality of Your information. If We are unable to secure an appropriate confidentiality agreement, You will be asked to consent prior to Forvis Mazars sharing Your confidential information with the third-party service provider.
29. **Independent Contractor.** When providing services to You, We will be functioning as an independent contractor; and in no event will We or any of Our employees be an officer of You, nor will Our relationship be that of joint venturers, partners, employer and employee, principal and agent, or any similar

relationship giving rise to a fiduciary duty to You. Decisions regarding management of Your business remain the responsibility of Your personnel at all times. Neither You nor Forvis Mazars shall act or represent itself, directly or by implication, as an agent of the other or in any manner assume or create any obligation on behalf of, or in the name of, the other.

30. **Hiring of Forvis Mazars Personnel.** We ask that You respect the employment relationship that Our personnel have with Our firm and to refrain from any employment offers to Forvis Mazars personnel. However, if You find it necessary to make an offer of employment and if it is accepted, during the term of this engagement and for a period of 18 months after Forvis Mazars stops providing services, You agree that We will be paid a one-time employment fee equal to 100 percent of the employee's highest annual salary. This fee will be payable prior to Our personnel commencing employment with You. Provided, however, You shall not be in violation of the nonsolicitation covenant set forth herein with respect to any position You advertise in the form of a general solicitation not delivered to or focused upon any single individual.
31. **Use of Forvis Mazars Name.** Any time You intend to reference Forvis Mazars' firm name in any published materials, including on an electronic site, You agree to provide Us with draft materials for review and approval before publishing or posting such information.
32. **Network.** Forvis Mazars, LLP is a Delaware limited liability partnership and an independent member of Forvis Mazars Global Ltd., a leading global professional services network. Forvis Mazars Global Ltd. is a United Kingdom company limited by guarantee and does not provide any services to clients.
33. **Entire Agreement.** The contract, including this Terms and Conditions Addendum and any other attachments or addenda, encompasses the entire agreement between You and Forvis Mazars and supersedes all previous understandings and agreements between the parties, whether oral or written. Any modification to the terms of this contract must be made in writing and signed by both You and Forvis Mazars.
34. **Force Majeure.** We shall not be held responsible for any failure to fulfill Our obligations if such failure was caused by circumstances beyond Our control, including, without limitation, fire or other casualty, act of God, act of terrorism, strike or labor dispute, war or other violence, explosion, flood or other natural catastrophe, epidemic or pandemic, or any law, order, or requirement of any governmental agency or authority affecting either party, including without limitation orders incident to any such epidemic or pandemic, lockdown orders, stay-at-home orders, and curfews.

CEO Update – February 2026

Arkansas Governor’s Conference on Tourism and Outdoor Recreation

We had 13 staff and Chair Moya attend the Arkansas Governor’s Conference on Tourism and Outdoor Recreation in Little Rock, February 22-24th. We served or moderated on two panels.

The event provided networking with industry partners and vendors, along with professional development on international trends and best practices. The conference will be held in Rogers next year, allowing for maximum attendance.

Electric Bikes for Experience Fayetteville

- See E-bike Handout
-

Marketing & Communications

- **Mobile Visitors Center** – To promote the updated Fayetteville Ale Trail, Vanny attended the Annual Frost Fest Beer Festival at the Washington County Fairgrounds, engaging with hundreds of attendees.
 - Finalized the **2025 Experience Fayetteville Impact Report**, highlighting tourism’s impact on the local economy, major events, and community investment.
 - **VERB** launched the 2026 Paid Strategy: February ads generated over 1M impressions and 54k website clicks, with Texas and Arkansas as the top markets.
 - **AM Group** secured 42 press mentions, generating an Advertising Value Equivalency (AVE) of \$3.7M.
 - Onboarded **Zartico**, a visitor intelligence platform to better understand visitor behavior and economic impact.
 - With paid media running, the website received about **113,000 February sessions**, up 301% from January and 192% year-over-year, with 86% new visitors.
 - [Website Performance Report](#) | February – Pixel Perfect
 - [Paid, Earned, and Social Media Report](#) | February – VERB
 - [Media Report](#) | February – AM Group
-

Visitor Center

- **472 visitors** in February, including guests from London, France, Montana, Vermont, and Oregon.
- **Sales:** \$1,305.72 **Ale Trail:** 2 completed passport under the new format.
- **Razorback softball and baseball** are in full swing

Destination Services

Select Bank Travel, Richmond Virginia

- 36 appointments with bank tour operators.

Meet up with NWA Equality to discuss pre-FAM tour/itinerary for NWA Pride Weekend

Arkansas Governor's Conference on Tourism

- Panel presentation on Visitors Centers
- Nominated for Outstanding Hospitality Award

CTA (Certified Tourism Ambassador) Program to kick off April 29th

- See two page overview included
-

Experience Fayetteville Sales

America 250 – Fayetteville Committee

Tina Archer will lead ongoing efforts of this group to support and amplify community-led efforts celebrating the nation's 250th anniversary in 2026. We have released a launch plan that includes comprehensive PR and marketing efforts across multiple organizations including press releases, website for travelers and industry, event branding, city A250 logo, A250 products, initiatives, and much more before the end of March.

Make Music Day - June 21st

Tina is leading the charge of this project with city and industry partners. [Make Music Day](#) is an annual celebration occurring on the summer solstice includes more than 1,000 cities in 120 countries making music together on the summer solstice.

Friends of Lake Wedington

Tina is representing us as the group works to reopen the park to full capacity next year. The park is currently permit-only, and several larger All Sports Production events may be displaced due to ongoing lake work.

Prospective Business Highlights

Meetings & Groups

- NWA Gem and Mineral Society (2026 business)
- Arkansas County Agriculture Agents Association (2026 business)

Sports

- NEW: Jujitsu Competition - Summer 2026

- Brazilian Jiu-Jitsu group sourced from TEAMS conference
- NEW: International Sumo Wrestling Event 2027
 - In potential partnership with UA

February Definite Business

Sports

- Service assist Club América
 - In preparation for Jose & Tina served as Club América Golden Clash local liaisons on Feb 14th as the international team was here doing two days of community engagement, TV, Radio and live events.

Meetings/Groups

- PCMA E3 Conference- service assist only (use of local restaurant)
- AHPP Annual Training - service assist only (use of local restaurant)
- ACAA Annual Meeting - EI \$28,410.00 and 90 Rooms (Arkansas County Agricultural Agents Association)
- Arkansas State Speed Cubing Championship - EI \$137,372.66, and 60 Rooms
- SCARS Summit - EI \$52300.00 (Justice in the Natural State Multidisciplinary Conference)
- Zeta Phi Beta Event - EI \$14,496.00

LinkedIn: Up over 6K in followers with a goal of 8K by year end

Fayetteville Town Center

Bookings & Operations

- 19 bookings completed in February; 15 are currently confirmed for March.
- First time hosting the new format of State of the City with raving reviews from the Mayor
- 2026 inventory completed.
- Event and Facilities staff are now Fire Extinguisher and Stop the Bleed certified through Fayetteville Fire Department

Projects & Challenges

- Working on Client experience survey & professional development planning
 - Will be posting for open Event Coordinator position this month
-

Monthly Sales Report (Town Center)

Activity: 17 incoming calls | 27 outgoing | 118 emails | 7 meetings

Events & Revenue:

- 19 events hosted; 5,126 attendees (avg. 223/event).
- February revenue: \$65,052 | YTD: \$87,633
- 26 additional bookings secured for 2026.

Pipeline:

- 9 contracts in negotiation; 27 tentative/hold.
- Prospective value of contracts: \$404,593.15
- 4 key opportunities anticipated to close next month.

Sales Priorities:

- Attending multiple networking opportunities and working on tentative contracts
-

Hotel, Motel Restaurant, Bars & Attraction News:

- **The Botanical** (509 W. Spring, former Cork & Keg) has opened, serving international sports, global brews, and non-alcoholic drinks.
- **Mong Dynasty** (3101 N. College) will close May 30 to make way for a financial institution; a new restaurant may open featuring favorite dishes and the Buddha statue.
- **Fossil Cove Brewing** plans a second location in south Fayetteville at 1221 S. School Ave. in the proposed South School Strip development.
- **Wicked Wood Fired Pizza** plans a storefront across from Fossil Cove on Poplar, expanding to sandwiches and take-and-bake pizzas. Its current pop-up container will move to Fossil Cove's new School Ave. location (late summer).
- **Looper's Lounge**, a bar with indoor golf simulators, beer, and wine, plans to open in April at 1925 Birch Ave., across from Fossil Cove.
- **7 Brew** is exploring a west Fayetteville site at Wedington and N. Golf Club Dr., next to Slim Chickens.
- **Artemis Temperance Lounge** (509 W Spring) has opened at location of former Club 509, offering all-ages music, art events, coffee, and non-alcoholic drinks.

Upcoming

- March 18-22nd US Pro Cup at Centennial Park – comprehensive mountain bike competition
- March 28th Club América Golden Clash – International soccer showcase at Razorback Stadium, More info and tickets available [here](#)
- Fayetteville Farmers Market – Spring Fling March 21 & 28th, Opening Day on the Square April 4th
- April 19th - Fayetteville Arts Fair in Upper Ramble, hosted by Downtown Fayetteville Coalition
- April 29th kick off for CTA (Certified Tourism Ambassador) Program

A partial listing of business permits issued for HMR partners and attractions. Updated list provided at meeting

Provided by Chung Tan, City of Fayetteville's Dept. of Economic Development for time period November 2025-February 2026

BUSINESS NAME	LICENSE NUMBER	NAIC	NAIC DESCR	DATE OPENED	BUSINESS ADDRESS
Botanical Live LLC	BLC-0936-2025	7224	Drinking Places (Alcoholic Beverages)	11/01/2025	509 W SPRING ST 230
Fuego Fayetteville, LLC	BLC-0671-2025	7224	Drinking Places (Alcoholic Beverages)	11/18/2025	2190 W MLK BLVD
Washington County Fair Association	BLC-1032-2025	7139	Other Amusement and Recreation Industries	11/24/2025	2537 N MCCONNELL AVE
Sagely and Loyd Holdings, LLC	BLC-1021-2025	7139	Other Amusement and Recreation Industries	01/15/2026	3061 N MARKET AVE 6
Nightcap	BLH-0035-2026	7224	Drinking Places (Alcoholic Beverages)	02/01/2026	1336 E FORD DR 12

Why the E-Bikes Were a Strategic & Necessary Investment

1. Direct Alignment with Our Mission

- Advances Experience Fayetteville's core mission to promote Fayetteville as an outdoor recreation and cycling destination.
- Supports key priorities outlined in the Destination Master Plan:
 - Outdoor recreation leadership
 - Sustainable transportation
 - Accessibility and inclusion
 - Organizational effectiveness
- Reinforces Fayetteville's brand identity as a premier cycling community.

2. Showcasing Our Primary Tourism Asset: Cycling Infrastructure



- Fayetteville's cycling network (greenways, mountain bike trails, road routes) is one of our strongest tourism drivers.
- The e-bikes allow staff to:
 - Experience the product firsthand
 - Accurately represent trail conditions and connectivity
 - Confidently host media, planners, and tour operators
- We cannot effectively sell or market assets we do not actively understand.
- Used during:
 - FAM tours
 - Site visits

- Sports tourism recruitment
- Event organizer walkthroughs
- Allows us to physically demonstrate:
 - Trail access from lodging to downtown
 - Event routes
 - Connectivity between venues
- Enhances our credibility when recruiting cycling events and outdoor competitions.

3. Event Operations Support

- Can support implementation of a **bike valet system** at EF sponsored events.
- Provide on-site mobility during festivals and large-scale activations.
- Assist staff in navigating downtown efficiently during multi-site events.

4. Sustainable Transportation Leadership

- Demonstrates Experience Fayetteville modeling the behavior we promote.
- Reinforces Fayetteville's commitment to sustainability.
- Reduces short-distance vehicle usage during site visits and downtown meetings.

5. Accessibility & Inclusion

- E-assist expands usability for:
 - Staff of varying physical abilities
 - Visiting planners and promoters unfamiliar with trail systems
 - Older or less-experienced riders
- Makes the cycling product more approachable and inclusive.

6. Data Collection & Mapping Accuracy

- Enables:
 - GPS verification of trail routes
 - Real-time mapping validation
 - Updated visitor-facing content accuracy

- Improves quality control for digital marketing materials and trail guides.

7. Cost-Effective Marketing Asset

- One-time capital investment with multi-year useful life.
- Recorded as fixed assets on the Commission's balance sheet.
- Less expensive over time than repeated equipment rentals, if there are any available, for hosted tours.
- Tangible, visible marketing tool that generates recurring use value.

8. Governance & Oversight

- Stored at the Experience Fayetteville office.
- Use limited to approved staff purposes.
- Waivers required.
- Will be capitalized appropriately as fixed assets.
- Commission briefing included for transparency and documentation.

Bottom Line

The e-bikes are a **mission-aligned operational tool** that:

- Supports tourism sales and recruitment
- Enhances event execution
- Strengthens brand authenticity
- Demonstrates sustainability leadership
- Aligns directly with the Destination Master Plan

They are a strategic asset that helps Experience Fayetteville effectively promote and grow one of our city's strongest tourism drivers: cycling.



Imagine the Possibilities...
 of a product knowledgeable frontline and passionate residents – that understand the value of tourism – that have a renewed sense of pride – that feel connected and work together as a team to deliver your community's Brand Promise!

Certified Tourism Ambassador®

- An international, industry-recognized certification program for your frontline workers, stakeholders and volunteers. Accredited and licensed through the **Tourism Ambassador Institute®**, the **Certified Tourism Ambassador® (CTA) program** is a Ph.D.-designed certification program that goes well beyond basic customer service training. It is designed as a **lasting program** that **creates a destination culture** that mobilizes a destination's workforce to **turn every visitor and resident encounter into a positive experience**.
- Over **60,000 frontline staff, residents and destination stakeholders** have been certified since 2006, receiving the industry-recognized designation **Certified Tourism Ambassador®** (e.g., John Smith, CTA).

- **Current Destinations** that have made the commitment to their frontline and their community stakeholders!

Anaheim / Orange County, CA
 Billings, MT
 Cincinnati, OH
 Fayetteville, AR
 Greenville, SC
 Lansing, MI
 The Palm Beaches, FL
 Seattle, WA

Ann Arbor Area, MI
 Brighton Howell Area, MI
 Columbia, MO
 Flint & Genesee County, MI
 Iron Range Tourism, MN
 Little Rock, AR
 Quad Cities, IA IL
 Sweetwater, WY

Battle Creek / Calhoun Co, MI
 Brookings, SD
 Dover/Kent County, DE
 Franklin County, PA
 Lake County, CA
 Loudoun County, VA
 Rapid City, SD
 Tucson, AZ

Bellevue, WA
 Buffalo Niagara, NY
 Dutchess County, NY
 Galveston, TX
 Lake Havasu City, AZ
 Northern Kentucky, KY
 Rochester, MN
 Yakima, WA

- The Program is **Highly Customized** through six important phases – **engendering Key Stakeholder buy-in**.
 Phase One – **Research & Planning** (Focus Groups, Subject Matter Expert Panel, Survey of Management and Frontline)
 Phase Two – **Customized Program Development** (History, Culture, Attractions, Resources and More)
 Phase Three – **Train the Trainer** (Facilitator Guide, Facilitator Training)
 Phase Four – **Field Testing**
 Phase Five – **Program Launch**
 Phase Six – **Ongoing Program Management** (Database software, web site w/ local 'micro site' – CTANetwork.com)
- **Proven Behavior Change at the Front-Line**
 88% — More Aware of the Power of Tourism & Their Role
 85% — More Pride & Passion for the Destination
 89% — Pay More Attention to Things Visitors May Ask About
 83% — Make an Effort to Explore the Destination; First-Hand Experience
 87% — Have More Confidence in Serving Visitors
 91% — Have Gained More Knowledge About the Destination Product
- **CTANetwork.com – The CTA Online Community:** Each Accredited Provider is provided with specially-designed **database software** and a special **CTANetwork.com** micro-site to facilitate program administration and information-sharing with the frontline. The online community becomes a **motivated and connected frontline** that is **continually up-to-date!** This ongoing energy results in **program sustainability** over time.



Top-Line Benefits

CTA is not a class...it's a culture.

Here is what the *Certified Tourism Ambassador*® program offers that sets it apart:

- **Recognized Certification** – Your frontline will be part of an international, industry-recognized certification program – with annual renewal – proudly using the *Certified Tourism Ambassador*® designation behind their name (*John Smith, CTA*) and proudly wearing their CTA lapel pin. As with other certification programs, the CTA designation is **recognized industry-wide as a valued part of the visitor experience** by your frontline, their employers, and, most importantly, your visitors.
- **Workforce Development / Higher Education / Ongoing Learning** – Your destination can leverage CTA as the initial foundation upon which to build important **educational opportunities**. CTA exclusive ‘behind the scenes’ and other local tourism-related activities reinforce learning. **Higher education institutions and high schools** have embraced CTA as an extension of their degree programs, fueling the next generation of tourism.
- **Workforce Product Knowledge** – Through the initial certification, this program teaches the workforce **why tourism is important** and gives valuable destination **product knowledge** to your frontline. The learning objectives and highly customized curriculum focus on giving your frontline employees and volunteers the tools and confidence they need to create memorable experiences and **exceed customer expectations**. And the **annual renewal requirements** ensure that your ambassador corps is **forever building upon their product knowledge base**.
- **Proven Community Alignment & Engagement** – CTA destinations have been amazed at how this program aligns all stakeholders in their area. From the beginning Research Phase to Program Launch, they are **engaged in shaping the program** and, thus, **take ownership in its ongoing success**. It gives your destination a common, collaborative project that will help reinforce the importance of **working together**, instead of apart, **to enhance regional tourism**.
- **Competitive Advantage** – Meeting professionals and other decision-makers have indicated that they would **select a “CTA City” over a non CTA city**. By committing to the program, they believe a destination shows its commitment to **working together as a community** and, most importantly, to **ensuring the best possible experience for their group**. Meeting planners and tour operators are now asking in their RFP's, *"Are you a CTA Destination?"*
- **Branding & Consistent Messaging** – Through **CTANetwork.com** – the CTA Online Community – and through CTA networking events, you can push frequent messages to your CTAs – in good times and bad – providing important reminders and updates to build upon their knowledge base. As a result, your CTAs will develop a **close-knit network** that allows them to connect with one another to further their knowledge and fuel their motivation to serve the customer. By keeping your frontline **engaged and connected to your destination's attributes and vision**, your ambassador corps will be at-the-ready, ensuring that groups and visitors hear a consistent story about your destination...powerful **branding and marketing at the frontline**.

CTANetwork.com 913-558-0325 U.S.

Memo



To: Fayetteville Advertising & Promotion Commissioners
From: Ryan Hauck, CEO
Date: March 10, 2026
Re: Proposed New Employee Handbook and Financial Policies – Employee Recognition and Appreciation Policy including Commissioner Recommendations

Background:

We do not currently have an Employee Recognition and Appreciation Policy to guide our practices. We propose adopting both the handbook policy and the Financial Policy below which were developed with guidance from MyHRPROs, current and applicable IRS guidelines, input from other DMO HR departments and our team and addresses our proposed practices.

New Employee Recognition and Appreciation Policy for Employee Handbook

The Fayetteville A&P Commission values a positive workplace culture and recognizes employee milestones and significant life events. Recognition activities are designed to celebrate our team while remaining compliant with applicable IRS and tax regulations.

Recognition may include certificates, cards, or occasional group meals and celebrations. These activities are coordinated by the Team Engagement & Activities Crew, approved by managers, and funded through the Employee Relations budget.

Any tangible items provided must comply with IRS de minimis benefit rules, meaning they are small in value, provided infrequently, and non-cash in nature. Gift cards are not used because they are considered taxable income and must be processed through payroll.

Additional details are outlined in the Financial Policies and Standard Operating Procedures.

New Financial Policy: Employee Recognition and Appreciation

Recognition activities are coordinated by the Team Engagement & Activities Crew, approved by managers, and funded through the Employee Relations budget.

De Minimis Non-Cash Gifts

Low-value, occasional items may qualify as de minimis benefits and can generally be excluded from taxable wages when they meet IRS guidelines.

Examples may include:

- Greeting Cards
- Branded items (mugs, T-shirts, water bottles)
- Flowers for life events such as bereavement, birth, or hospitalization
- Occasional group meals or celebrations
- Occasional tickets to a local event

Guidelines:

- Low value (under \$100)
- Infrequent
- Non-cash items only

Cash and general-purpose gift cards are not considered de minimis and are not used unless processed through payroll as taxable income.

Recognition and Culture Programs

Programs intended to support workplace culture may include:

- Voluntary gift exchanges (such as a Secret Gift Exchange) with modest spending limits
- Manager-supported team lunches or small celebrations
- Employees may voluntarily organize gestures using personal funds.

MyHRPros & Chairperson Moya's Recommendation:

We recommend the commission vote to approve this handbook and financial policy addition.

Memo



To: Fayetteville Advertising & Promotion Commissioners
From: Ryan Hauck, CEO
Date: March 10, 2026
Re: Proposed edit to Leave Without Pay Policy in Employee Handbook

Background:

Our Leave Without Pay Policy (LWOP), adopted in May of 2024 and replacing the medical leave policy, inadvertently omitted the ability for medical leave to extend outside of the employee and to cover family members and birth, adoption and foster placement events as our previous medical leave policy did. We propose inserting the language from our former medical leave policy into the LWOP policy, see this below indicated with yellow highlighted and italicized text.

10. Employee Leave Without Pay Policy (LWOP)

Experience Fayetteville recognizes that circumstances may arise in which an employee navigates life events that may necessitate an extended absence from work. In these circumstances employees may request leave without pay (LWOP).

Requests for such absences will be evaluated on a case-by-case basis with the employee, the employee's supervisor(s), and the CEO. In the event the LWOP request is made by the CEO, the request will be evaluated by the A&P Commission.

Approval or disapproval of requests for leave without pay will be determined based upon impact on the organization's operation and mission and whether approval would create an undue hardship.

Eligibility

Full-time employees, employed for a minimum of one-year, are eligible for LWOP as part of a medical leave of absence *due to a serious health condition or to care for a family member with a serious health condition. This includes leave for the birth and care of a newborn child, upon the employee's adoption of a child, or upon the placement of a foster child within the employee's home.*

For LWOP unrelated to medical leave, full-time employees must be employed for a minimum of three years and must be in good standing, with no performance improvement plans in place.

Duration

LWOP is limited to twelve weeks in a calendar year.

Insurance and Benefits

The employee may continue to participate in group insurance programs while on LWOP. Within six months of their return from LWOP, employees will be responsible for repayment of their portion of insurance premiums that are in arrears. During LWOP, the employer will not make matching retirement contributions on behalf of the employee.

The employee will be reinstated with full rights at the end of the LWOP period. A returning employee's leave accrual rate will not be affected by periods of LWOP.

Additional information, including the LWOP request form, is available in Appendix B of this handbook.

CEO Recommendations:

We request that the commission vote to approve this proposed edit to the LWOP handbook policy for immediate adoption.

Memo



To: Fayetteville Advertising & Promotion Commissioners
From: Ryan Hauck, CEO
Date: March 10, 2026
Re: Proposed edit to Parental Leave Policy in Employee Handbook

Background:

Our Parental Leave Policy below currently refers to a medical leave of absence. During policy reviews with MyHRPros, it was advised to tie this leave of absence to Leave Without Pay to clarify they were one and the same policy. The edit to the policy is shown below with the additional text in yellow highlighted italics text.

6. Parental Leave

Full-time employees are eligible for 4 weeks of paid parental leave for the birth and care of a newborn child or upon the employee's adoption of a child. Eligibility includes biological parents and domestic partners. This leave must occur within one year following the birth or adoption of the child.

In order to ease the transition back to full-work, employees who have given birth may elect up to 2 additional weeks of half-time work.

If one of the 3 official paid holidays occurs during parental leave, the holiday will run concurrent and will not be added to the parental leave. Vacation, sick, and floating holiday leave may be combined with parental leave. Parental leave runs concurrent with a *Leave Without Pay*/medical leave of absence and will not be added to the medical leave time.

CEO Recommendation:

To approve the proposed edit to clarify that the medical leave of absence is tied to the existing Leave Without Pay policy.

Memo



To: Fayetteville Advertising & Promotion Commissioners
From: Chair Elvis Moya
Date: March 11, 2026
Re: Proposed handbook and financial policies changes: Use of Company Credit Cards

Background:

Current Company Credit Card Policy and Alcoholic Beverages:

E. Finances

1. Use of Company Credit Cards

Company issued credit cards are the property of Fayetteville A&P Commission and should be used for Company business only. Receipts for purchases made with Company issued credit cards should be coded and turned in immediately. If you are travelling, receipts are to be turned in within 3 days of your return to work. As a general rule, the commission does not pay for or reimburse alcoholic beverages for consumption by employees.

Abuse of the company credit card in the form of personal charges will result in disciplinary action, up to and including termination. Accidental charges are to be reported to the CEO and the Finance Manager immediately.

Proposed Company Credit Card Policy:

Use of company credit cards (this expands card controls)

Procurement cards are issued for official Experience Fayetteville business only.

Receipts for purchases made with Company issued credit cards should be coded and turned in immediately. If you are travelling, receipts are to be turned in within 3 days of your return to work

Personal purchases are strictly prohibited. Any personal charges must be reimbursed immediately and documented. Repeated personal charges will result in progressively formal corrective measures, which may include written warnings, temporary card restrictions, or HR review. The Finance Office will review all card activity monthly, and any violations will be reported to the CEO for review and appropriate follow-up. All cardholders are required to acknowledge this policy annually and understand that compliance is a condition of card privileges.

Alcoholic beverages may be purchased only as part of approved client entertainment, tourism promotion, or official hospitality functions when there is a documented business purpose. Such purchases must be supported by itemized receipts and approved by the CEO. Alcohol purchases made by the CEO must be approved by the Commission Chair.

Gift card purchases

Company credit cards may not be used to purchase gift cards, prepaid cards, or stored-value cards without prior written approval from the CEO for a documented tourism promotion event. Cardholders must submit itemized receipts showing each item purchased.

CEO and Chair Moya's recommendation:

We request that the commission vote to approve this proposed Company Credit Card Policy.