

**Fayetteville Advertising and  
Promotion Commission  
April 27, 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  
Megan Tyree, 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. Welcome new commissioner, Megan Tyree, Chair Elvis Moya
  - B. Additions or changes to the agenda may be added upon request from a majority of the commissioners, Chair Elvis Moya
  - C. Review and approval of March meeting minutes, Chair Elvis Moya
  - D. Commissioner retreat – October date selection, CEO Ryan Hauck
- III. Reports
  - A. Meet the Team, CEO Ryan Hauck
    - Steve Harrelson, Tourism Services Coordinator
    - Julie Pennington, VP of Destination Services & Group Sales
    - Tyler Wilson, VP of Strategic Initiatives, Executive Director of FTC
  - B. CEO Report, An executive overview of the previous month, CEO Ryan Hauck
  - C. Financial Report, CEO Ryan Hauck
- IV. Old Business
  - A. Discussion and Vote Financial Policies. Revision proposal from Commissioner Hamilton
- V. New Business
  - A. Discussion and Vote. Roof replacement for Experience Fayetteville, 21 S. Block Avenue. CEO Ryan Hauck. Memo and quotes included.

- B. Discussion and Vote. Favoriteville Fund Application – Prairie Street Block Party - \$11,656.80 Request, Commissioner Hamilton
- C. Discussion and Vote. Favoriteville Fund Application – TougeCon - \$5,000 Request, Commissioner Hamilton
- D. Vote. TheatreSquared 2026 Capital Campaign Installment. CEO Ryan Hauck. Memo and invoice included.
- E. Discussion and Vote. 4<sup>th</sup> of July Fireworks. Chair Moya. Memo Included

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

## **Fayetteville A&P Commission Meeting, March 16<sup>th</sup>, 2026**

### **Meeting Minutes**

- Meeting held March 16, 2026 at 2:00 p.m. at the Fayetteville Town Center.
- Present: Chair Elvis Moya; Commissioners Hamilton, Stafford, Sanderson, Hunt. Kinney, Wiederkehr
- Absent: None
- Staff Present: CEO Ryan Hauck.

### **I. Call to Order**

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

### **II. Administration**

- Additions or changes to agenda:
  - Chair Moya proposes to add a financial policies approval authority item and Commissioner Stafford made the motion to add this to the agenda at the end of the existing policies items with Commissioner Kinney seconded this and it was approved unanimously.
  - Commissioner Hamilton proposed to add an item related to financial policies, To allow the City of Fayetteville to have an opportunity to audit our P&L every year. After discussion, Commissioner Stafford made the motion which was seconded by Commissioner Sanderson and it passed unanimously to add this item after Chair Moya's.
- Motion to approve February 16, 2026 minutes made by Commissioner Stafford; seconded by Commissioner Hamilton and approved unanimously.
- Vote. Engagement Letter with Forvis, LLP for 2025 audit services. CEO Hauck presented this item with discussion stating that we use the same auditor as the City of Fayetteville as our information rolls up into the city's audit. The cost of the audit, \$33,250, was discussed with remarks that certain qualifications were necessary for a city audit and this audit firm certainly met those. Commissioner Wiederkehr made a motion to authorize the CEO to execute the engagement letter with Commissioner Hunt seconding it and it was approved unanimously.

### **III. Reports**

#### **A. Team Introductions**

- Team introductions included: Chris Lankford (EF, Director of Brand Strategy), Tina Archer (EF, VP of Sales) and A.C. Day, (FTC Marketing Manger and Contract Content Creator for EF)

#### **B. CEO Report – Ryan Hauck**

- CEO Hauck stated that 13 staff and Chair Moya attended the Governor's Conference on Tourism in Little Rock. This was a professional development tool for all with 3 of attendees

serving or leading a panel discussion and VP Julie Pennington being honored with a Henry Award nomination for Hospitality. Next year's Governor's Conference will be in Rogers, allowing for many staff and hopefully commissioners to attend.

- CEO Hauck discussed the E-Bikes purchased in November with input from former VP of Finance Jennifer Walker
  - Support tourism efforts by showcasing outdoor recreation and attracting event partners
  - Improve accessibility for individuals with limited mobility
  - Useful for site visits and mapping event routes (e.g., Fayetteville Traverse)
  - Serve as an operational tool for staff; purchased locally
  - Commissioners can use them with training from CEO Hauck
  - Expected lifespan: up to a decade
  - Classified as a capital asset (~\$17K total for 2 E-bikes and helmets)
  - Covered under insurance in case of staff injury or asset loss or damage
- Our 2025 Impact Report has been released with copies given to each Commissioner. It was designed all in house by Chris Lankford, Director of Brand Strategy.
- Marketing and Communications: VERB, our Agency of Record, launched the 2026 paid strategy with February ads generating over 1 million impressions and 54K website clicks. AM Group secured 42 press mentions generating an Advertising Value Equivalency (AVE) of \$3.7 million.
- Visitors Center saw 472 visitors in February with \$1,305 in sales and 2 completed Ale Trail passports. Commissioner Wiederkehr proposed the idea of doing a Coffee House Trail. It was mentioned that DFC just completed a Coffee House promotion and perhaps we partner with them on expanding that.
- **Destination Services**
  - Julie had a busy, successful month; conducted 36 one-on-one interviews for Bank Select event
  - Working with NWA Equality on pre-FAM efforts for NWA Pride
  - Leading CTA (Certified Tourism Ambassadors) rollout this spring (Little Rock is the only other AR CVB with this program)
- **Sales**
  - Tina is leading our America250 committee with a launch plan, website, and event branding to be completed by end of March. Our role is to coordinate partner efforts
  - Tina is also leading a Make Music Day (June 21 – Summer Solstice) for Fayetteville
  - Business Development – he shared both prospective and confirmed leads (see packet for list)
  - He highlighted SCAR conference (training to identify and prevent human trafficking)
- **FTC**
  - 19 events hosted since last report, including Mayor's State of the City which received numerous compliments
  - February revenue was \$65,052
  - 26 additional events secured for 2026
- **Additional Updates**
  - New HMR partners opening and closures shared along with upcoming events
  - Quarterly business license report from City shared (includes opening dates)

### **C. Finance Report**

- CEO Hauck shared the HMR slide and then noted the financials are inaccurate due to updated figures from the City of Fayetteville and will be shared later. Chair Moya confirmed with Director Hunt that no capital purchases were made during this period.

### **D. Marketing and Communications Quarterly Report**

- VP of Marketing and Communications Brannon Pack presented to the commission.
- **Brand Campaign & Strategy**
  - New creative brand campaign launching Summer 2026 with website refresh
  - Community input shaped campaign; strong focus on University of Arkansas (1 of 5 pillars)
  - Exploring NIL partnerships with U of A athletes
  - Revamping MICE strategy to strengthen Town Center positioning
- **Paid Media**
  - Over 1M impressions in Feb; low cost-per-click (~\$0.33)
  - Fall Razorback campaigns aimed at encouraging overnight stays
  - Events & Opportunities
  - Highlighted major U of A events (e.g., Post Malone/Jelly Roll concert) as opportunities for local businesses
- **Organic Social**
  - Strong performance on Facebook and Instagram
  - TikTok launching in April; Pinterest relaunch planned
  - Increased engagement tied to better alignment, new assets, and new AOR
- **Communications & PR**
  - New EF newsletter format; goal to grow subscriptions and better target audiences
  - Partnered with AM Group for PR support
  - 67 media mentions; 2.9B reach; May press trip planned (Chefs in the Garden)
- **Digital Strategy & Insights**
  - Enhancing SEO and GEO (AI-driven search visibility) through blog restructuring
  - Partnering with Zartico for visitor insights (demo planned next month)
- **Additional**
  - Request to share presentation slides with commissioners

## **IV. New Business**

### **A. Discussion and Vote. Commissioner applicants, Commissioner Mike Wiederkehr**

- Wiederkehr shared a recap of the two Tourism and Hospitality applicant interviews conducted to replace Commissioner Sanderson who is stepping down after 9 years.
- He shared about Megan Tyree first, she is the District Manager for Penguin Eds and has been for several years.
- He then shared information from Alex Jerde, Director of Operations, with KHG Hotels who previously served on the A&P Commission several years ago.

- The interview selection committee made the recommendation to the commission to select Alex Jerde with KHG Hotels due to his understanding of the role and the industry and CVB.
- Discussion ensued including some commissioners (Hunt, Sanderson) stating they'd like the new commissioner to be from the restaurant industry as the Commissioner leaving is from the restaurant industry and that is a large portion of the HMR revenue. Commissioner Hamilton also pointed out that we may want to consider the gender makeup of the commission which would change with this position. Commissioner Stafford also leaned towards the candidate with restaurant experience.
- Commissioner Hamilton asked CEO Hauck for his perspective, and he stated that we had two great candidates and that the reason CEO Hauck would consider Alex Jerde over Megan Tyree is that KHG is a great partner and the largest hotel partner in NWA.
- It was noted by several that we had two qualified candidates for the position.
- Commissioner Wiederkehr reframed the recommendation from the interview selection committee to state that they would like to nominate Megan Tyree for the open commissioner position.
- Before the vote was taken, more discussion and input was solicited and it was noted that many commissioners wanted to replace a restaurant position with another restaurant position.
- Chair Moya called for a motion and Commissioner Kinney moved to nominate Megan Tyree for our open commission seat and this was seconded by Commissioner Hunt. A roll call vote was taken which was unanimously in favor of Megan Tyree.

## **B. Discussion and Vote: Policy Revisions**

- **Employee Recognition & Appreciation (Handbook + Financial Policies)**  
CEO Hauck presented new policies, including IRS considerations. Motion by Commissioner Hunt, second by Commissioner Stafford—approved unanimously.
- **LWOP Policy Update**  
Adds language to include caring for family (medical, birth, adoption, foster). Motion by Commissioner Hunt, second by Commissioner Kinney—approved unanimously.
- **Parental Leave Update**  
Adds reference to LWOP policy. Motion by Commissioner Hunt, second by Commissioner Hamilton—approved unanimously.
- **Company Credit Card Policy (Chair Moya)**  
Updates include guidance on alcohol and gift cards. Clarified Chair reviews CEO expenses monthly. Motion by Commissioner Hunt, second by Commissioner Stafford—approved unanimously.
- **Financial Policy: Approval Authority (Chair Moya)**  
Lowers CEO approval limit from \$20K to \$15K; contracts over \$15K require Commission approval regardless of payment schedule. Motion by Commissioner Stafford, second by Commissioner Hunt—approved unanimously.
- **Proposed Audit Policy (Commissioner Hamilton)**  
Suggests allowing City of Fayetteville to audit finances (as a gesture). Discussion held; no

formal motion. Commissioner Hamilton will send Chair Moya, CEO Hauck a revised version to be presented at next meeting.

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

- Thank you to outgoing commissioner, Chrissy Sanderson.
- Commissioner Sanderson has served 9 years and we recognize her for this service at her last meeting. She was presented with a certificate and an Experience Fayetteville shirt and received appreciation from all of the attending.
- With no further business, Chair Moya called for a motion to adjourn and Commissioner Hamilton made a motion with Commissioner Stafford seconding. The meeting was adjourned at 4:09 pm.

Minutes provided by Amy Stockton, Experienced Fayetteville

## April CEO Update

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### Marketing & Communications

- Collaborated with U of A Athletics to align marketing efforts around special events and the 2026 Razorback football schedule
- Fayetteville received strong brand visibility during the 4-day Walmart Pro Cup, including livestream coverage and ~1.2M social views
- Mobile Visitors Center engaged diverse audiences at Pro Cup (8 countries, 43 states) and Club America match (~18,400 attendees)
- VERB's paid media performance improved significantly, with referrals increasing from 481 to 1,641 and display impressions reaching 1.16M while maintaining budget
- Organic social continues to grow, with link clicks up +211% (Facebook) and +293% (Instagram)
- Zartico data shows top visitor markets as Dallas, Tulsa, Kansas City, Houston, and Oklahoma City; F&B led spending at 51%, with visitor share up to 23% YoY
- AM Group's PR efforts generated 21 placements, 134M audience reach, and \$270K AVE
- Website traffic totaled ~101K sessions (+85% YoY), with 87% new users and 74% mobile; top markets included Fayetteville, Dallas, and Kansas City
- Fayetteville Trademarks acquired for marketing and commerce

### Upcoming Initiatives

- Launched Fayetteville's A250 initiative (April 16), including branding, website, and campaign rollout
- Supporting Walton Arts Center's Levon Helm exhibit announcement
- Fayetteville Restaurant Week returns July 17–26 (expanded to 10 days), registration to open in May
- Hosting ESPN Argentina press trip tied to FIFA World Cup host markets
- VERB content shoot scheduled May 4–8 with local production partner
- In Partnership with VERB, AM Group, we are hosting complimentary F&B Marketing Workshops for local industry (May 5)
- [Website Performance Report](#) | March – Pixel Perfect
- [Paid, Earned, and Social Media Report](#) | March – VERB
- [Media Report](#) | March – AM Group

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### Visitor Center

- **1,144 visitors** in March, including guests from England, Brazil Ireland, Denmark
- **Sales:** \$2,269 **Ale Trail:** 9 completed passport under the new format.
- Soft/Baseball in full swing, busy spring break

## **Destination Services**

- Planning Committee for April 29<sup>th</sup> CTA Kickoff
- Several meetings with attractions and tour operators

## **Experience Fayetteville Sales**

### **Key Highlights**

- Jose led Club America media + LOC efforts; named *Fastest 15* honoree
- Tina leading America 250 Committee and Make Music Day (3 events confirmed; announcement pending)
- Dell earned PDM certification – Professional in Destination Management program

### **Sales Activity (March)**

- *Meetings/Groups*: \$154K direct / \$238K total EI
- *Sports*:
  - US Pro Cup: \$2.0M EI
  - Club America vs Tigres: \$1.95M EI

### **Pipeline**

- *Prospective*:
  - Key meetings: Fulbright 80th, ARPA Conference, NWA Fashion Week (~\$264K EI combined)
  - Active sports leads across 2026–2028 (softball, soccer, golf, martial arts, running events)

### **Bookings (Definite)**

- 3 meetings booked (~\$226K EI, 495 RN)
- Sports leads pending post-Sports ETA

### **Other Activity**

- March site visits: 2 (NWA Fashion Week, River Symposium)
- Upcoming: Sports ETA (Jose), DI Summit (Tina/Dell)
- LinkedIn: 6K+ followers (goal: 8K)

## **Fayetteville Town Center**

### **Bookings & Operations**

- 17 bookings completed in March; 30 confirmed for April
- Event Execution: 21 events held with total attendance of more than 10K
- 26 additional bookings secured for 2026.

## Accomplishments

- Added NWA Fashion Week as a last-minute booking
- Accepted Outstanding Business award from Children's Safety Center at annual Handprints for Hope Luncheon at FTC with 700 in attendance
- Added/Trained a contract worker for weekly Farmer's Market ADA access

## Monthly Sales Report (Town Center)

**Activity:** 15 incoming calls | 33 outgoing | 105 emails | 4 meetings

## Pipeline:

- 6 contracts in negotiation; 29 tentative/hold.
- Prospective value of contracts: \$593,031
- 3 key opportunities to close next month.

## Sales Priorities:

- Converting tentative contracts and holds into bookings
- Re-engage past clients

## Hotel, Motel Restaurant, Bars & Attraction News:

- **Big Daddy's Burgers** to open May 1<sup>st</sup> on Nelson Hackett Boulevard
- **Moff's Pizza** has plans to move from its truck to the space formally occupied by Dirty Apron Bakery on Dickson Street
- **Benny's Bagel's** is now open at 826 N. Leverett (former Eureka Pizza)
- **Goodcents**, a new sandwich shop, is open in Fiesta Square
- **Foxglove**, a new craft brewery and craft cocktail bar will open this summer at 37 E. Center Street, (former Damgoode Pies)

## Upcoming

- April 24<sup>th</sup> Red and White Game at Razorback Stadium – come see Vanny
- April 27<sup>th</sup> Wheel the World site visit begins
- April 29<sup>th</sup> Kick off for CTA (Certified Tourism Ambassador) Program
- May 4-8<sup>th</sup> VERB here for Content Shoot
- May 16<sup>th</sup> – Strawberry Festival Street Dance
- May 17<sup>th</sup> – Strawberry Festival – Strawberry Shortcake returns!



**WRIGHT LINDSEY JENNINGS**

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Meredith K. Lowry  
ATTORNEY

Direct: 479.631.3282 | mlowry@wlj.com

March 25, 2026

Via Email: [rhauck@experiencefayetteville.com](mailto:rhauck@experiencefayetteville.com)

Ryan Hauck  
Fayetteville Advertising and Promotion Commission  
21 South Block Ave., Suite 100  
Fayetteville, AR 72701

Re:	Trademark	}	FAVORITEVILLE
	Owner	}	Fayetteville Advertising and Promotion Commission
	Registration No.	}	8,185,409
	Country	}	U.S.
	Term	}	10 years
	Registration Date	}	March 24, 2026
	Class/Goods	}	Class 35: Advertising, promotion and marketing services in the nature of e-mail blast campaigns for others; Promoting the goods and services of others over the Internet; Advertising and marketing services, namely, promoting the goods and services of others; Convention and visitors bureau services, namely, promoting tourism, business and conventions in and around the Fayetteville, Arkansas area; Promoting recreation and tourism in and around the Fayetteville, Arkansas area

	Trademark	}	FAVORITEVILLE
	Owner	}	Fayetteville Advertising and Promotion Commission
	Registration No.	}	8,185,404
	Country	}	U.S.
	Term	}	10 years
	Registration Date	}	March 24, 2026
	Class/Goods	}	Class 25: Clothing, namely, pullovers, hooded sweatshirts, shirts, pants, t-shirts, and sweatshirts; Headwear, namely, hats

Dear Ryan:

We are pleased to enclose the digital Certificates of Registration for the above marks. All trademark certificates are now provided to trademark registrants as digital copies. If you wish to have a printed version with the gold seal of the Trademark Office,

March 25, 2026

Page 2

presentation copies can be ordered for \$25. Please let us know if you are interested in ordering a presentation copy.

**DEADLINES:**

If you will note that each registration date is March 24, 2026, which means they may be renewed between **March 24, 2035**, and **March 24, 2036**. In addition, you must provide the Trademark Office with evidence of your continuing use of the marks sometime between **March 24, 2031**, and **March 24, 2032**. We have noted these dates in our tracking system, but you should record them as well, since the owner of the registration is ultimately responsible for making any required filings.

**USE OF THE ® SYMBOL:**

As you know, the grant of the registration entitles you to use the registration symbol ® in connection with this mark. Although use of the symbol is not required, we strongly encourage you to use it, since its use conveys enhanced rights. In particular, should you ever need to pursue an infringer, you will find it easier to collect damages if you have consistently used the ® symbol in connection with your mark.

**You may continue to receive spam solicitations regarding your registration. The Trademark Office will send you notification later today of the registration, but all other official correspondence will come from our office. If you wish to verify the authenticity of any mail, please do not hesitate to contact us.**

As always, should you have any comments or questions about this registration please let me know.

Sincerely,

WRIGHT, LINDSEY & JENNINGS LLP



Meredith K. Lowry

MKL/sdj

Enclosures

c. Janet Borders

1776-2026

# United States of America

United States Patent and Trademark Office

## FAVORITEVILLE

**Reg. No. 8,185,404**

**Registered Mar. 24, 2026**

**Int. Cl.: 25**

**Trademark**

**Principal Register**

Fayetteville Advertising and Promotion Commission (Arkansas Commission established under state law), Experience Fayetteville  
21 S. Block Avenue  
Fayetteville, ARKANSAS 72701

CLASS 25: Clothing, namely, pullovers, hooded sweatshirts, shirts, pants, t-shirts, and sweatshirts; Headwear, namely, hats

FIRST USE 8-15-2025; IN COMMERCE 8-15-2025

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT STYLE, SIZE OR COLOR

SER. NO. 99-340,433, FILED 08-15-2025



Celebrating 250 years of life, liberty, and the pursuit of innovation

A handwritten signature in black ink that reads 'John A. Spears'.

DIRECTOR OF THE UNITED STATES  
PATENT AND TRADEMARK OFFICE



**REQUIREMENTS TO MAINTAIN YOUR FEDERAL TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

**Requirements in the First Ten Years\***

**What and When to File:**

- **First Filing Deadline:** You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.
- **Second Filing Deadline:** You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.\* See 15 U.S.C. §1059.

**Requirements in Successive Ten-Year Periods\***

**What and When to File:**

- You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.\*

**Grace Period Filings\***

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**\*ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the United States Patent and Trademark Office (USPTO). The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

**NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.**

**NOTE: A courtesy e-mail reminder of USPTO maintenance filing deadlines will be sent to trademark owners/holders who authorize e-mail communication and maintain a current e-mail address with the USPTO. To ensure that e-mail is authorized and your address is current, please use the Trademark Electronic Application System (TEAS) Correspondence Address and Change of Owner Address Forms available at <http://www.uspto.gov>.**

1776-2026

# United States of America

United States Patent and Trademark Office

## FAVORITEVILLE

**Reg. No. 8,185,409**

**Registered Mar. 24, 2026**

**Int. Cl.: 35**

**Service Mark**

**Principal Register**

Fayetteville Advertising and Promotion Commission (Arkansas Commission established under state law), Experience Fayetteville  
21 S. Block Avenue  
Fayetteville, ARKANSAS 72701

CLASS 35: Advertising, promotion and marketing services in the nature of e-mail blast campaigns for others; Promoting the goods and services of others over the Internet; Advertising and marketing services, namely, promoting the goods and services of others; Convention and visitors bureau services, namely, promoting tourism, business and conventions in and around the Fayetteville, Arkansas area; Promoting recreation and tourism in and around the Fayetteville, Arkansas area

FIRST USE 8-15-2025; IN COMMERCE 8-15-2025

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT STYLE, SIZE OR COLOR

SER. NO. 99-340,477, FILED 08-15-2025



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# Memo



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

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

**Date:** April 16, 2026

**Re:** Financial Statements – March 2026

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This packet contains Experience Fayetteville Financial Statements for the month ended March 31, 2026.

The following reports are included in the packet:

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

Target Budget March – 25%

Total Revenue YTD: \$ 1,354,139 or 20.9%  
Tax Receipts - \$1,243,305 or 22.7%  
Town Center - \$89,883 or 10.6%  
Other - \$20,949

Total Operating Expenditure YTD: \$1,331,131 or 21.8%  
EF Main - \$1,088,003  
Town Center - \$243,128

HMR tax – YTD March Collections (February activity) are 2.6 % above the seasonally adjusted budget.

Operating Net Income is \$5,662 year to date.

March Collections  
(February Activity)

**\$51,280** + **\$357,783**  
Lodging + Restaurant

**\$27,186**  
Prior Dues Collected

**\$436,249**  
Total HMR Collected

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

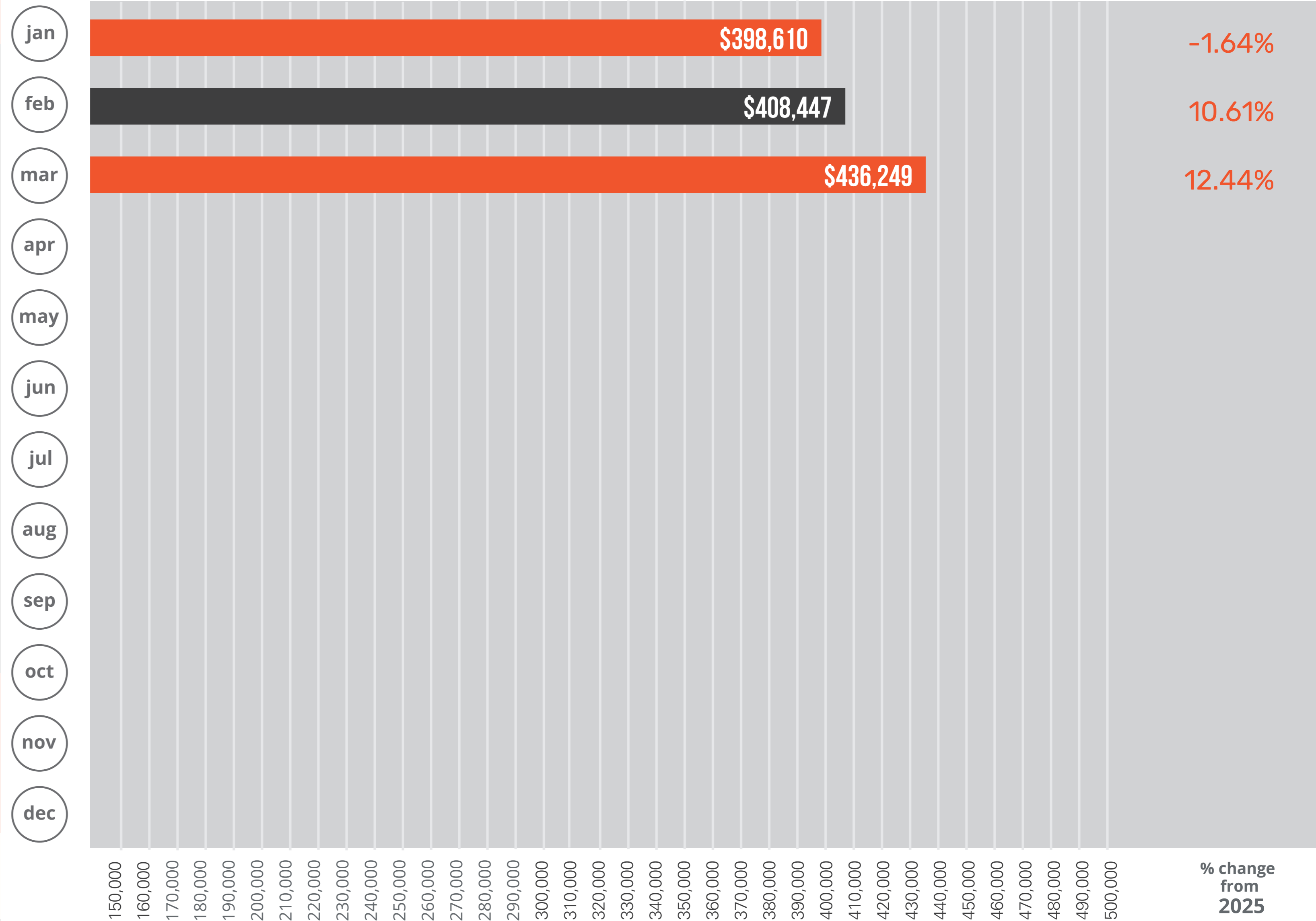
2022	2023	2024	2025	2026
\$974,831	\$1,152,677	\$1,133,413	\$1,162,491	\$1,243,306

24.77%    18.24%    -1.67%    2.57%    6.95%

Change over previous year

**PRELIMINARY DATA**

**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

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

	<b>CONSOLIDATED</b>			
	Year-to-Date			
	Actual	Budget	Over/(Under) Budget	% of Budget
<b>Revenue</b>				
Hotel, Motel, Restaurant Taxes Revenue	1,243,305	5,466,542	(4,223,237)	22.7%
Rental Revenue	89,452	784,000	(694,548)	11.4%
Event Revenue	432	9,500	(9,068)	4.5%
Visitor Center Store Revenue	4,406	44,000	(39,594)	10.0%
Parking Revenue	-	58,000	(58,000)	0.0%
Grant/Other Revenue	-	81,800	(81,800)	0.0%
Interest and Investment Revenue	16,543	50,100	(33,557)	33.0%
<b>Total Revenue</b>	<b>1,354,137</b>	<b>6,493,942</b>	<b>(5,139,805)</b>	<b>20.9%</b>
<b>Expenses</b>				
<b>Operating Expenses</b>				
Rental Expenses	6,950	127,000	(120,050)	5.5%
Event Expenses	26,846	46,000	(19,154)	58.4%
Visitor Center	6,518	40,575	(34,057)	16.1%
Personnel	424,856	2,096,260	(1,671,404)	20.3%
Sales & Marketing	373,461	1,888,636	(1,515,175)	19.8%
Office and Administrative	231,985	476,099	(244,114)	48.7%
Bond Payments	174,450	700,500	(526,050)	24.9%
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	86,064	412,140	(326,076)	20.9%
TheatreSquared Contribution	-	200,000	(200,000)	0.0%
<b>Total Operating Expenses</b>	<b>1,331,131</b>	<b>6,117,210</b>	<b>(4,786,079)</b>	<b>21.8%</b>
<b>Net Operating Income/(Loss)</b>	<b>23,006</b>	<b>376,732</b>	<b>(353,726)</b>	<b>0.0%</b>
<b>Other Income</b>				
Unrealized Gain/(Loss) on Investments	(17,344)			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>5,662</b>	<b>136,732</b>	<b>(113,726)</b>	<b>4.1%</b>

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

	<b>Experience Fayetteville</b>			
	Year-to-Date			
	Actual	Budget	Over/(Under) Budget	% of Budget
<b>Revenue</b>				
Hotel, Motel, Restaurant Taxes Revenue	1,243,305	5,466,542	(4,223,237)	22.7%
Visitor Center Store Revenue	4,406	44,000	(39,594)	10.0%
Grant & Other Revenue	-	81,800	(81,800)	0.0%
Interest and Investment Revenue	16,525	50,000	(33,475)	33.0%
<b>Total Revenue</b>	<b>1,264,236</b>	<b>5,642,342</b>	<b>(4,378,106)</b>	<b>22.4%</b>
<b>Expenses</b>				
<b>Operating Expenses</b>				
Event Expenses	26,500	44,000	(17,500)	60.2%
Visitor Center	6,518	40,575	(34,057)	16.1%
Personnel	273,090	1,240,876	(967,786)	22.0%
Sales & Marketing	372,118	1,866,136	(1,494,018)	19.9%
Office and Administrative	149,263	525,995	(376,732)	28.4%
Bond Payments	174,450	700,500	(526,050)	24.9%
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	86,064	412,140	(326,076)	20.9%
TheatreSquared Contribution	-	200,000	(200,000)	0.0%
<b>Total Operating Expenses</b>	<b>1,088,003</b>	<b>5,160,222</b>	<b>(4,072,219)</b>	<b>21.1%</b>
<b>Net Income/(Loss) Before Other Revenue and Expenses</b>	<b>176,233</b>	<b>482,120</b>	<b>(305,887)</b>	<b>36.6%</b>
<b>Other Income</b>				
Unrealized Gain/(Loss) on Investments	(17,344)	-	(17,344)	0.0%
<b>Total Other Income</b>	<b>(17,344)</b>			
<b>Other Expenses</b>				
FFE & Improvements	-	70,000	(70,000)	0.0%
Depreciation Expense	-			
<b>Net Income/(Loss)</b>	<b>158,889</b>	<b>412,120</b>	<b>(235,887)</b>	<b>38.6%</b>

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

	<b>Town Center</b>			
	Year-to-Date			
	Actual	Budget	Over/(Under) Budget	% of Budget
<b>Revenue</b>				
Rental Revenue	89,452	784,000	(694,548)	11.4%
Event Revenue	432	9,500	(9,068)	4.5%
Parking Revenue	-	58,000	(58,000)	0.0%
Interest and Investment Revenue	18	100	(82)	18.4%
<b>Total Revenue</b>	<b>89,902</b>	<b>851,600</b>	<b>(761,698)</b>	<b>10.6%</b>
<b>Expenses</b>				
<b>Operating Expenses</b>				
Rental Expenses	6,950	127,000	(120,050)	5.5%
Event Expenses	346	2,000	(1,654)	17.3%
Personnel	151,766	855,384	(703,618)	17.7%
Sales & Marketing	1,343	22,500	(21,157)	6.0%
Technology	14,098	15,750	(1,652)	89.5%
Facilities	66,047	217,500	(151,453)	30.4%
Office and Administrative	2,577	93,586	(91,009)	2.8%
<b>Total Operating Expenses</b>	<b>243,128</b>	<b>1,333,720</b>	<b>(1,090,592)</b>	<b>18.2%</b>
<b>Net Income/(Loss) Before Other Revenue and Expenses</b>	<b>(153,226)</b>	<b>(482,120)</b>	<b>328,894</b>	<b>31.8%</b>
<b>Other Expenses</b>				
FFE & Improvements	-	170,000	(170,000)	100.0%
Depreciation Expense				0.0%
<b>Total Other Expenses</b>	<b>-</b>	<b>170,000</b>	<b>(170,000)</b>	
Bad Debt Expense	-			
<b>Net Income/(Loss)</b>	<b>(153,226)</b>	<b>(652,120)</b>	<b>498,894</b>	<b>23.5%</b>

# Fayetteville A&P Commission

## Balance Sheet

As of March 31, 2026

### ASSETS

#### Current Assets

Cash		3,813,644
Investments		1,293,193
Accounts Receivable		648,836
Prepaid Expenses		13,855
Deposits		40,838
Inventory Asset		13,159

**Total Current Assets** 5,823,525

#### 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>(2,102,982)</u>

**Total Other Assets** 3,701,295

**TOTAL ASSETS** 9,524,820

### LIABILITIES AND EQUITY

#### Current Liabilities

Accounts Payable	96,870
Unearned Revenue	<u>368,402</u>

**Total Liabilities** 465,272

#### 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	8,446,381
Operating Reserve	1,000,000
Capital Reserve	-
Temporarily Restricted Funds	45,558
Net Revenue	
Gain/(Loss) on Investments	(17,344)
Net Revenue	<u>26,594</u>

**Total Equity** 9,501,188

**TOTAL LIABILITIES AND EQUITY** 10,332,926

# Memo



**To:** Fayetteville Advertising & Promotion Commissioners

**From:** Ryan Hauck, CEO

**Date:** April 27, 2026

**Re:** Replacing Experience Fayetteville's Offices and Visitor Center Roof

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## Background

The roof at Experience Fayetteville's office and Visitor Center has exceeded its expected lifespan of 15–20 years. Following evaluations by three independent roofing professionals, all confirmed that the roof is well beyond its usable life.

While temporary patchwork repairs have been made over several years, these measures are no longer sufficient. The roof's current condition is allowing water intrusion into the building, resulting in damage to multiple interior areas. Over the past year, this has impacted offices, the Visitor Center, main hallway, and storage areas.

The Director of Facilities engaged three qualified vendors to assess the roof and provide recommendations. All three vendors independently concluded that full roof replacement is necessary, noting areas of water pooling and structural wear. Subsequently, three formal quotes were obtained.

## Recommendation

It is the recommendation of the Director of Facilities and the CEO that the Commission accept the proposal from Harness Roofing, Inc. in the amount of \$65,950.00.

The Harness Roofing proposal provides a comprehensive scope of work, detailed cost breakdown, and warranty coverage. In addition to offering a competitive price, the company has established a positive working history with our facilities team.

## Motion to Pass

Motion to approve the allocation of \$65,950.00 for the replacement of the roof at Experience Fayetteville's offices and Visitor Center, and authorize CEO Ryan Hauck to enter into an agreement with Harness Roofing, Inc. to complete the project as outlined in their proposal.



# HARNES ROOFING, INC.

*C<sup>2</sup> Customer Committed*  
*www.harnesroofing.com*

Arkansas Contractor's License #0018900621  
Oklahoma Roofing Contractor Registration #8000044

4185 Treadco Drive \* Springdale, AR 72762 \* Phone 479.751.6649 \* Fax 479.750.9081

DATE: 3.24.26

PROPOSAL # 26-20-0049

Harnes Roofing, Inc. (hereinafter referred to as "HRI") proposes to perform and furnish the labor, materials, insurance, supervision, equipment and warranty (herein together referred to as the "Work") described herein for:

OWNER/CUSTOMER: Experience Fayetteville  
ADDRESS: 21 S. Block Ave, Fayetteville, AR  
PROJECT: 26-20-0049

### SCOPE OF WORK:

1. The existing Roof system and ISO insulation board to remain in place as is. No replacement of wet ISO included.
2. Mechanically attach 1" HD ISO insulation over existing roof system that remains in place with Rhino Bond fasteners and plates.
3. Weld 60 mil TPO single ply membrane to Rhino Plates in the field.
4. Flash walls with 60 mil TPO up to concrete coping. (Coping to remain in place as is)
5. Install pipe boots and wrap vents as needed. Condensate line and electrical supports to remain in place.
6. Flash in existing roof curbs and roof drains per manufacture's recommendations.
7. Furnish 15 year manufactures warranty and 2 year HRI warranty.
8. Work contingent on deck passing pull test.
- 9 Work conducted during normal working hours.

### EXCLUSIONS:

Electrical, plumbing and HVAC. Any wet poly-ISO that is to remain, wood blocking, gas pipe stands, decking, interior protection of any kind, masonry cap or any masonry, EFIS wall system, siding, moisture in the existing roof.

### PROJECT SPECIFIC QUALIFICATION:

All work to be performed during normal business hours, Monday - Friday, 8:00 AM - 4:00 PM

CONTRACT PRICE: HRI shall perform the Work for: Sixty Five Thousand, Nine Hundred Fifty and 00/100  
Dollars \$ 65,950.00, in current funds.

TERMS AND CONDITIONS: The terms and conditions set forth on the following pages are a part of this proposal.

This Proposal is subject to revision or withdrawal by HRI for any reason until communication of acceptance, and may be revised after communication of acceptance where an inadvertent error by HRI has occurred. This Proposal expires thirty (30) days after the date stated above unless otherwise agreed if not earlier withdrawn. Acceptance shall be subject to approval of credit department.

THIS CONTRACT CONTAINS A BINDING ARBITRATION PROVISION WHICH MAY BE ENFORCED BY THE PARTIES.

By: \_\_\_\_\_

Title: \_\_\_\_\_

### ACCEPTANCE:

The undersigned hereby accepts this Proposal and, intending to be legally bound hereby, agrees that this writing shall be a binding contract and shall constitute the entire contract.

Owner/Customer: \_\_\_\_\_

By: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

## TERMS AND CONDITIONS

1. **Nature of Work.** Harness Roofing, Inc. ("HRI") shall furnish the labor and material necessary to perform the work described herein or in the referenced contract documents. HRI does not provide design, engineering, consulting or architectural services. It is the Owner's responsibility to retain a licensed architect or engineer to determine proper design and code compliance, including a determination as to whether and what type of a vapor or air retarder is needed. If plans, specifications or other design documents have been furnished to HRI, Customer warrants that they are sufficient and conform to all applicable laws and building codes. HRI is not responsible for any loss, damage or expense due to defects in plans or specifications or building code violations unless such damage results from a deviation by HRI from what is specified. HRI is not responsible for condensation, moisture migration from the building interior or other building components, location or size of roof drains, adequacy of drainage, ponding on the roof, structural conditions or the properties of the roof deck or substrate on which HRI's roofing work is installed.

2. **Deck.** Customer warrants that structures on which HRI is to work are in sound condition and capable of withstanding roofing construction, equipment and operations. HRI's commencement of roof installation indicates only that HRI has visually inspected the surface of the roof deck for visible defects. HRI is not responsible for the structural sufficiency, quality of construction (including compliance with FMG criteria), undulations, fastening or moisture content of the roof deck or other trades' work or design.

3. **Concrete Decks.** In the event that roofing is to be installed over a concrete or other wet deck or substrate, the determination as to when the concrete or wet substrate is sufficiently cured and dried so that roofing materials can be installed without potential future adverse effect shall be made by the General Contractor in consultation with the concrete subcontractor, concrete manufacturer and design professional. HRI is not responsible to test or assess moisture content of the deck or substrate.

4. **Asbestos and Toxic Materials.** This proposal is based on HRI's not coming into contact with asbestos-containing or toxic materials ("ACM"). HRI is not responsible for expenses, claims or damages arising out of the presence, disturbance or removal of ACM. HRI shall be compensated for additional expenses resulting from the presence of ACM. Customer agrees to indemnify HRI from and against any liability, damages, losses, claims, demands or citations arising out of the presence of ACM.

5. **Payment.** Unless stated otherwise on the face of this proposal, Customer shall pay the contract price plus any additional charges for changed or extra work within ten (10) days of substantial completion of the Work. If completion of the Work extends beyond one month, Customer shall make monthly progress payments to HRI by or before the fifth (5th) day of each month for the value of Work completed during the preceding month, plus the value of materials suitably stored for the project. All sums not paid when due shall earn interest at the rate of 1-1/2% per month. HRI shall be entitled to recover from Customer all costs of collection incurred by HRI, including attorney's fees, resulting from Customer's failure to make proper payment when due. HRI's entitlement to payment is not dependent upon criteria promulgated by Factory Mutual Global, including wind uplift testing. Collection matters may be handled through litigation.

6. **Right to Stop Work.** The failure of Customer to make proper payment to HRI when due shall, in addition to all other rights, constitute a material breach of contract and shall entitle HRI, at its discretion, to suspend all work and shipments, including furnishing warranty, until full payment is made. The time period in which HRI shall perform the work shall be extended for a period equal to the period during which the Work was suspended, and the contract sum to be paid HRI shall be increased by the amount of HRI's reasonable costs of shut-down, delay and start-up.

7. **Insurance.** HRI will carry worker's compensation, automobile and commercial general liability insurance. HRI will furnish a Certificate of Insurance, evidencing the types and amounts of its coverages, upon request. Customer shall purchase and maintain builder's risk and property insurance, including the labor and materials furnished by HRI, covering fire, extended coverage, malicious mischief, vandalism and theft on the premises to protect against loss or damage to the Work and the building where the Work is performed. Moneys owed to HRI shall not be withheld by reason of any damage or claim against HRI covered by liability or property damage insurance maintained by HRI or claims covered under builder's risk insurance.

8. **Additional Insured.** If Customer requires and HRI agrees to name Customer or others as additional insureds on HRI's liability insurance policy, Customer and HRI agree that the naming of Customer or others as additional insureds is intended to apply to claims made against the additional insured to the extent the claim is due to the negligence of HRI and is not intended to make HRI's insurer liable for claims that are due to the fault of the additional insured.

9. **Interior Protection.** Unless expressly stated in the Scope of Work, interior protection by HRI is not included in this proposal and contract. Customer acknowledges that re-roofing of an existing building may cause disturbance, dust, debris or fireproofing to fall into the interior. Customer agrees to remove or protect property directly below the roof in order to minimize potential interior damage. HRI shall not be responsible for disturbance, damage, clean up or loss to interior property that Customer did not remove or protect prior to commencement of roofing operations. Customer shall notify tenants of re-roofing and the need to provide protection underneath areas being re-roofed. Customer agrees to hold HRI harmless from claims of tenants who were not so notified and did

## TERMS AND CONDITIONS

10. **Deck Repairs and Unforeseen Conditions.** Any work required to replace rotten or missing wood or deteriorated decking to make the deck suitable for roof installation shall be done on a labor and material or unit price basis as an extra unless specifically included in the scope of work. Deck repairs or replacement shall be performed as needed to provide an adequate substrate for the roofing materials. When re-roofing over an existing roof, replacement of visible wet or deteriorated insulation shall be an extra or billed at unit prices unless otherwise stated on the face of this proposal. Unforeseen conditions that may affect the work will be reported to Owner and authorization requested prior to permanent repairs being performed.

11. **Damages and Delays.** HRI will not be responsible for damage done to HRI's work by others, including damage to temporary tie-offs. Any repairing of the same by HRI will be charged as an extra. HRI shall not be liable for liquidated or delay damages due to a delay in completion of the Project unless the delay was caused by HRI. HRI shall not be responsible for loss, damage or delay caused by circumstances beyond its reasonable control, including but not limited to acts of God, accidents, epidemics, pandemics, snow, fire, weather, vandalism, regulation, strikes, jurisdictional disputes, failure or delay of transportation, shortage of or inability to obtain materials, equipment or labor. In the event of any of these occurrences, HRI's time for performance shall be extended for a time sufficient to permit completion of the Work and HRI's contract price shall be increased to compensate HRI for any additional costs incurred due to any of these occurrences.

12. **Roof Projections.** HRI will flash roof projections that are in place prior to installation of roofing or shown on the architectural plans provided to HRI. Penetrations not shown on the plans provided to HRI prior to submittal of this proposal or required after installation of roofing shall be considered an order for extra work, and HRI shall be compensated at its customary time and material rates for additional expense resulting from additional penetrations.

13. **Tolerances.** All labor and materials shall be furnished in accordance with normal industry standards and industry tolerances for uniformity, color, variation, thickness, size, weight, finish and texture. Specified quantities are intended to represent an average over the entire roof area.

14. **Wind Loads or Uplift Pressures.** Design Professional is responsible to design the work to be in compliance with applicable codes and regulations and to specify or show the work that is to be performed. HRI is not responsible for design, including calculation or verification of wind-load design. To the extent minimum wind loads or uplift pressures are required, HRI's bid is based solely on manufacturer's printed test results. HRI itself makes no representation regarding wind uplift capacity and assumes no liability for wind uplift.

15. **Fumes and Emissions.** Customer acknowledges that odors and emissions from roofing products will be released as part of the roofing operations to be performed by HRI. Customer shall be responsible for interior air quality, including controlling mechanical equipment, HVAC units, intake vents, wall vents, windows, doors and other openings to prevent fumes and odors from entering the building. Customer is aware that roofing products emit fumes, vapors and odors during the application process. Some people are more sensitive to these emissions than others. Customer shall hold HRI harmless from claims from third parties relating to fumes and odors that are emitted during the normal roofing process.

16. **Material Cost Escalation.** Steel products, asphalt, polyisocyanurate and other roofing products are sometimes subject to unusual price volatility due to conditions that are beyond the control or anticipation of HRI. If there is a substantial increase in these or other roofing products between the date of this proposal and the time when the work is to be performed, the amount of the contract may be increased to reflect the additional cost to HRI, upon submittal of written documentation and advance notice to Customer.

17. **Backcharges.** No backcharges or claims for payment of services rendered or materials and equipment furnished by Customer to HRI shall be valid unless previously authorized in writing by HRI and unless written notice is given to HRI within five (5) days of the event, act or omission which is the basis of the backcharge.

18. **Safety.** Owner warrants there will be no live power lines on or near the roof servicing the building where HRI will be working and that Owner will turn off any such power supplies to avoid an electrocution risk to HRI's employees. HRI's price is based upon there not being electrical conduit or other materials embedded within the roof assembly or attached directly to the underside or top side of the roof deck upon which HRI will be installing the new roof. Owner will indemnify HRI from personal injury and other claims and expenses if Owner fails to turn-off power so as to avoid injury to HRI's personnel or resulting from the presence of concealed electrical conduit and live electrical power. HRI is not responsible for costs of repair or damages, including disruption of service, resulting from damage to undisclosed or concealed electrical or other utility lines. Owner shall shut down roof located electronic equipment that emits or receives radio frequency waves while roofing contractor is to be working on the roof so that roofing personnel will not be subject to radio frequency waves or electromagnetic radiation while working on the roof and shall indemnify and hold HRI and its personnel harmless from any personal injury claims resulting from a failure by Owner to do so. HRI is not responsible for the safety of persons on the roof other than its own employees. Owner and general contractor agree to indemnify and hold HRI harmless, including attorney's fees, from claims for personal injury by persons or entities whom owner or general contractor have allowed or authorized to be on the roof.

19. **Availability of Site.** HRI shall be provided with direct access to the work site for the passage of trucks and materials and direct access to the roof. HRI shall not be required to begin work until underlying areas are ready and acceptable to receive HRI's work and sufficient areas of roof deck are clear and available and free from snow, water or debris to allow for continuous full operation. The expense of any extra trips by HRI to and from the job as a result of the job not being ready for the Work after HRI has been notified to proceed will be charged as an extra.

## TERMS AND CONDITIONS

20. **Warranty.** HRI's work will be warranted by HRI in accordance with its standard warranty, which is made a part of this proposal and contract and incorporated by reference. A facsimile of HRI's standard warranty is attached or, if not, will be furnished upon request. HRI SHALL NOT BE LIABLE FOR SPECIAL, INCIDENTAL OR CONSEQUENTIAL DAMAGES. The acceptance of this proposal by the Customer signifies his agreement that this warranty shall be and is the exclusive remedy against HRI.

A manufacturer's warranty shall be furnished to Customer if a manufacturer's warranty is called for on the face of this proposal. It is expressly agreed that in the event of alleged defects in the materials furnished pursuant to this contract, Customer shall have recourse only against the manufacturer of such material.

21. **Existing Conditions.** HRI is not responsible for leakage through the existing roof or other portions of the building that have not yet been reroofed by HRI.

22. **Mold.** HRI and Owner are committed to acting promptly so that roof leaks are not a source of potential interior mold growth. Owner will make periodic inspections for signs of water intrusion and act promptly including prompt notice to HRI if Owner believes there are roof leaks, to correct the condition. Upon receiving notice, HRI will make roof repairs. Owner is responsible for monitoring any leak areas and for indoor air quality. HRI is not responsible for indoor air quality. Owner shall hold harmless and indemnify HRI from claims due to indoor air quality and resulting from a failure by Owner to maintain the building in a manner to avoid growth of mold. Customer agrees to indemnify and hold harmless HRI from claims brought by tenants and third parties arising from mold growth.

23. **Material References.** HRI is not responsible for the actual verification of technical specifications of product manufacturers; i.e., R-value or ASTM or UL compliance, but rather the materials used are represented as such by the material manufacturer.

24. **Oil-canning.** Metal roofing and especially lengthy flat-span sheet-metal panels often will exhibit waviness, commonly referred to as "oil-canning." The degree of oil-canning and the appearance of the panels will vary depending on factor such as the length and color of the panels, alloy, gauge, galvanizing process, substrate condition, and exposure to sunlight. Oil-canning pertains to aesthetics and not the performance of the panels and is not controlled by HRI. HRI is not responsible for oil-canning or aesthetics. Oil-canning shall not be grounds to withhold payment or reject panels.

25. **Dispute Resolution.** If a dispute shall arise between HRI and Customer with respect to any matters or questions arising out of or relating to this Agreement or the breach thereof, HRI and Customer will seek to mediate the dispute. If mediation is not successful, arbitration shall be administered by and conducted in accordance with the Construction Industry Arbitration Rules of the American Arbitration Association unless the parties mutually agree otherwise. This Agreement to arbitrate shall be specifically enforceable under the prevailing arbitration law. The award rendered by the arbitrators shall be final, and judgment may be entered upon it in any Court having jurisdiction thereof. Any legal claim against HRI alleging any breach of this contract or negligence by HRI must be initiated no later than two (2) years after HRI performed the roofing installation covered by this contract.



**Superior Roofing**  
 4211 Dixie Industrial Ave.  
 Springdale, AR. 72762  
 Phone: (479) 684-6060

**Company Representative**  
 Jacob Briscoe  
 Phone: (479) 520-3479  
 jacob@superiorroofingnwa.com

**Miletus Callahan-Barile**  
 21 South Block Avenue  
 Fayetteville, AR 72701  
 (512) 470-8808

Job: Miletus Callahan-Barile

**TPO Replacement**

	Qty	Unit	Price
TPO Replacement	54.00	SQ	\$67,691.91
<p>***The estimate is packaged to cover everything replaced for TPO Roofing:***</p> <ol style="list-style-type: none"> <li>1. Remove and dispose of (1) existing layer of rolled roofing</li> <li>2. Inspect roof and replace any deteriorated substrate as needed</li> <li>3. Install 1" polyisocyanurate (ISO) insulation board, mechanically fastened or adhered per specifications</li> <li>4. Install 60 mil TPO roofing membrane, fully adhered or mechanically attached per manufacturer specifications</li> <li>5. Heat-weld all seams to ensure a watertight seal</li> <li>6. Install TPO flashing at all penetrations, curbs, walls, and transitions</li> <li>7. Install new pipe boots, pitch pans, and penetration flashings as needed</li> <li>8. Install termination bars and sealant at all vertical tie-ins</li> <li>9. Install new drip edge and edge metal where required</li> <li>10. Ensure proper drainage and tie-in to existing drains/scuppers</li> </ol> <p>- Our Crews are licensed and insured.                      - They will perform a 10 point clean up when the work is done.                      - Crews will maintain safety requirement at all times during the construction process                      - 2 year workmanship warranty</p>			
			<b>\$67,691.91</b>

**Parapet Cap (Optional)**

	Qty	Unit	Price
R&R Parapet Cap	358.00	LF	\$13,560.61
<p>replace the existing parapet cap around the entire building (358 LF). Install a new metal parapet cap system, properly sized and fabricated to fit the wall dimensions. Secure the cap using cleats and fasteners per manufacturer specifications</p>			
			<b>\$13,560.61</b>

**Additional Tear off**

	Qty	Unit	Price
Remove extra layer	54.00	SQ	\$2,045.45
<p>The cost for this section is based on the potential need to remove an additional layer of rolled roofing, if present.</p>			
			<b>\$2,045.45</b>

<b>TOTAL</b>	<b>\$83,297.97</b>
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**ESTIMATE**

T. F. Thompson Co.  
PO Box 1198  
Bentonville, AR  
(479) 226-7188

**Sales Representative**  
Tyler Kerley  
Tyler.Kerley@TFThompson.com



**Experience Fayetteville**  
**Job #2346 - 21 Block Reroof**  
**21 s Block**  
**Fayetteville, AR 72701**

<b>Estimate #</b>	1765
<b>Date</b>	9/3/2025

<b>Item</b>	<b>Description</b>
Slip Sheet	We shall install a layer of slip sheet that will lay between the two layers of roofs.
60 Mil TPO	We shall install a layer of 60 mil TPO membrane across the roof surface.
Pipe Flashings	We shall install new TPO pipe flashings on all roof penetrations.
Curb Flashing	We shall install up to 2 custom mad TPO curb flashing's.
Termination Bar	We shall install up to 300 feet of termination bar to terminate the TPO roof membrane.
Roof Drain Flashing	We shall install flashing to all roof drain and overflow drain
Lift Charge	
Warranty	This roof includes a 20 year NDL warranty that is backed by the manufacture.

<b>Sub Total</b>	\$61,800.00
<b>Total</b>	\$61,800.00

**SPECIAL INSTRUCTIONS**

# Favoriteville Festival Fund

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

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

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

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

Priority consideration will be given to events that:

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

## **How It Works**

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

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

This is not a traditional grant or upfront funding program. Instead, the Fund provides margin protection – a form of post-event financial support designed to reduce the risk of hosting bold, high-impact festivals.

# Favoriteville Festival Fund

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

During the application process, organizers will submit a projected event budget and establish a reasonable profit margin target. After the event, staff will review the actual income and expenses. If the event does not meet the agreed-upon profit margin, the Festival Fund may reimburse part of the shortfall – **up to 30% of eligible expenses or a maximum of \$30,000** – to help close the gap.

A selection committee consisting of two Commissioners and two staff members uses a standardized scoring rubric to evaluate submissions. Final recommendations are presented to the Fayetteville Advertising and Promotion Commission for approval. Selected events will be required to execute an MOU and complete post-event reporting procedures.

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

## How Safety Net Support Works



### ORGANIZER APPLIES

Submit event plan + budget  
Define projected revenue & desired profit margin



### EVENT HAPPENS!



### POST-EVENT REVIEW

Did the event meet the projected margin?



### IF NOT:

**SAFETY NET SUPPORT** kicks in  
Reimbursement covers up to 30% of eligible expenses, up to \$30,000 max

- Helps close the gap
- Keeps the event financially whole



### POST-EVENT REPORT SUBMITTED

Builds long-term trust & accountability

# Favoriterville Festival Fund

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

## Evaluation Framework

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

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

# Favoriterville Festival Fund

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

## Festival Fund Application

### APPLICANT INFORMATION

<b>Name:</b>
<b>Organization:</b>
<b>Address:</b>
<b>Phone:</b>
<b>Email:</b>
<b>Website (if applicable):</b>

### EVENT OVERVIEW

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

# Favoriteville Festival Fund

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

## **FINANCIAL SUMMARY**

Total Projected Budget: \$
Expected Revenue (itemize major sources): \$
Expected Expenses (itemize major categories): \$
Anticipated Net Profit/Loss: \$
Margin Protection Request: Amount Requested: \$
Describe how margin protection will be used and what specific outcomes it will guarantee. Would the event occur without this protection? Why or why not?

## **RISK ASSESSMENT & CONTINGENCY PLANNING**

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

# Favoriteville Festival Fund

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

## **ORGANIZER EXPERIENCE & PAST PERFORMANCE**

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

## **ECONOMIC & COMMUNITY IMPACT**

Estimated hotel room nights generated:

Estimated spend at local restaurants/retail:

Cultural or social benefits to Fayetteville:

## **ACCESS & INCLUSION**

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

# Fayetteville Festival Fund

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

## **SEASONALITY & TIMING**

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

## **SUPPORTING DOCUMENTS**

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

## **DECLARATION**

I declare that all information provided is true and complete.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

## Prairie Street Block Party Favoriteville Fund Application

Name: April Lee  
Organization: Prairie Street Block Party  
Address: 509 W Prairie St  
Phone: 479-236-2404  
Email: [praiiestreetblockparty@gmail.com](mailto:praiiestreetblockparty@gmail.com)  
Website (if applicable): NA

### Event Overview

Event Name: Prairie Street Block Party  
Event Date(s): May 2, 2026 noon to 6  
Location (Venue & Address): Prairie Street  
Estimated Attendance (Total & Breakdown by Local/Visitor): 500-1000  
Event Description: Just a lovely little community event highlighting the talents of and beyond Prairie Street & The Mill District with art, music, yoga, local flavors, junk, kids activities, all with a good ol front porch vibe.

### Financial

Total Projected Budget: See attached budget  
Expected Revenue (itemize major sources): See attached budget  
Expected Expenses (itemize major categories): See attached budget  
Anticipated Net Profit/Loss: See attached budget  
Margin Protection Amount Requested: See attached budget  
Describe how margin protection will be used and what specific outcomes it will guarantee. Would the event occur without this protection? Why or why not?: By projecting for items like vendor fees, rentals, advertising & entertainment , the organizers use margin protection to ensure that the planned budget is protected. The event will occur, but artist may not be paid for performing.  
Risk Assessment & Contingency Planning: Traffic hazards-vehicles attempting to enter the blocked off areas. Secure city street closure permits and volunteers at barricades and only allowing emergency vehicles pass.  
Adverse Weather-extreme heat or rain. Plenty of water available and shaded areas.  
Alternative rain date.  
Noise complaints- Maintain music at or below city decibel levels.

### Organizer Experience & Past Performance

Highlight your event or team's relevant experience.: Dana Dever with Trailside Yoga is passionate about building community and connecting people together. Her strong organizational skills and being task oriented have been an great asset in setting deadlines for the event.

Jonathon Holder — founder of Natural Threads. With a background in art and design, he handles social media and crafts the event T-shirt designs.

Trey Marley —owner of ARECO. His journalism and photography skills as well as experience with past street closure events adds value to executing city requirements. He will capture the event using drone footage and images.

April Lee — owner of Prairie Street Live. Experienced in event planning and music events.

## **Economic Impact & Community Impact**

Estimated hotel room nights generated:: NA

Estimated spend at local restaurants/retail: 15000

Cultural or social benefits to Fayetteville: The event will promote local shopping, independent art and music by transforming Prairie Street into a fun outdoor gathering space

## **Access & Inclusion**

Describe how your event is intentionally welcoming to all audiences, especially underserved or underrepresented communities.: Prairie Street Block Party is a free event and all are welcome.

## **Seasonality & Timing**

Explain how your event adds energy to Fayetteville’s quieter periods.: Something new and exciting offering a daytime event and alternative to Dickson street

## **Supporting Documents**

Detailed Event Budget: [69e5abaca283c-2026 Budget for Prairie Street Block Party.pdf](#)

Marketing/PR Plan (2-page max): [69e5abaca3f15-Prairie\\_Street\\_Block\\_Party\\_-\\_Press\\_Release.pdf](#)

Historical Financials or Prior P&L (if applicable): [69e5abaca49b3-2026 Budget for Prairie Street Block Party.pdf](#)

## **Declaration**

I declare that all information provided is true and complete.

Signature: April Lee

Date: 04/19/2026

## Prairie Street Block Party Income Statement Proforma

<b>Revenue</b>	
<b>Sponsorship</b>	<b>\$1,500.00</b>
<b>Other</b>	<b>\$250.00</b>
<b>Donations</b>	<b>\$2,000.00</b>
<b>Total Potential Revenue</b>	<b>\$3,750.00</b>
<b>Expenses</b>	
<b>Marketing (Physical)</b>	<b>\$1,505.00</b>
<b>Food &amp; Drink</b>	<b>\$650.00</b>
<b>Supplies</b>	<b>\$720.00</b>
<b>Rentals</b>	<b>\$642.00</b>
<b>Entertainment</b>	<b>\$7,360.00</b>
<b>Decorations</b>	<b>\$0.00</b>
<b>Permits</b>	<b>\$0.00</b>
<b>Donations</b>	<b>\$0.00</b>
<b>Cleanup</b>	<b>\$300.00</b>
<b>Insurance/Security</b>	<b>\$1,662.00</b>
<b>Total Expenses</b>	<b>\$12,839.00</b>
<b>Profit Margin 20%</b>	<b>\$2,567.80</b>
<b>Total Gap</b>	<b>-\$11,656.80</b>
<b>Total Favoriteville Fund Ask</b>	<b>\$11,656.80</b>

**FOR IMMEDIATE RELEASE**

April 2026

## **Prairie Street Block Party Emerges May 2nd**

*Live, all-local music. Yoga and wellness. Artists, makers, vintage curators, and neighbors. A free, community-driven block party on a single downtown Fayetteville street.*

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**FAYETTEVILLE, AR** // On Saturday, May 2nd from noon to 6 p.m., a quiet stretch of Prairie Street in downtown Fayetteville transforms into something the city hasn't quite seen in a while: a free, all-ages block party built entirely by the small businesses, artists, and neighbors who call this block home. With two stages of live music, hands-on art experiences, kids' activities, local makers, vintage finds, and the best local food, organizers are expecting 1,000 people and growing.

*Organizers say. "It's a real neighborhood gathering. Come as you are, bring the family, and enjoy what Fayetteville does best. Celebrate each other and our lovely town."*

### **What to Expect**

The block party is loaded with things to see, do, and take home. **BYOTee Live Screen Printing** invites attendees to bring a tee from the drawer and get a custom print pulled live on the street. **The "Art Dump" Community Mural** is a collaborative, all-ages art installation where anyone can contribute, with proceeds benefiting FIRA (Fayetteville Independent Restaurant Alliance). A **University of Arkansas art student community booth** will showcase emerging talent from one of the region's top programs.

Local independent artists, makers, and vintage vendors line the block with handmade goods, original artwork, curated vintage gear, and the kind of one-of-a-kind finds you won't get from anywhere else. This is a celebration of the people who make things with their hands and sell them face-to-face.

For families, there are dedicated kids' activities running throughout the afternoon out on the street. Inside, the block's own businesses are getting in on the energy too. Prairie Street Pub & Tap will be running Kentucky Derby watch parties for the adults while the block party rolls on outside.

The block party lands on the same day as the Square to Square bike event, which brings thousands of cyclists through Northwest Arkansas. With Prairie Street sitting directly along the Razorback Greenway trail, the timing could amplify foot traffic and visibility well beyond what organizers originally imagined.

## Two Stages, Six Acts

Live music runs all afternoon across two stages, featuring a mix of original artists spanning a kids band, rock, alt, folk, and more:

**Natural Threads Stage:** Jett Boyett & Sailor Byers (12:00 p.m.), Benjamin Del Shreve (2:00 p.m.), Ashtyn Barbaree (4:00 p.m.)

**Prairie Street Live Stage:** Goldstar Neurotic (1:00 p.m.), Avery Lee & The Sweeties (3:00 p.m.), Sad Palomino (5:00 p.m.)

## Low-Waste, Trail-Side

The Prairie Street Block Party is committed to sustainability, partnering with the City of Fayetteville's Recycling & Trash Collection division to operate low-waste stations throughout the event. Attendees are encouraged to bring reusable water bottles, ride their bikes, and walk the Greenway. The block party sits right on the trail.

## Rooted in the Neighborhood

The event is organized by a volunteer committee of Prairie Street business owners and neighbors, with support from the Fayetteville Advertising & Promotion Commission, Experience Fayetteville, and the Downtown Fayetteville Coalition.

Prairie Street sits in a pocket of downtown that's easy to miss if you're not looking, tucked between the trail and South Gregg, lined with small businesses that have built real relationships with one another and with the people who walk, bike, and live nearby. What started as a conversation between neighbors has become one of the most anticipated community events of the spring. This block party is an extension of that front-porch energy. Scaled up, but still homegrown.

*"We didn't set out to build a festival," says the organizing committee. "We set out to throw a block party. The kind where your neighbor's band is on stage, you're getting a tee printed in the street, kids are painting on a community mural, and the whole block feels like your front yard. The fact that it's taken off the way it has just proves how ready this city is for something real."*

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## EVENT DETAILS

**What:** Prairie Street Block Party: Free, family-friendly community celebration

**When:** Saturday, May 2, 2026 | 12:00 p.m. – 6:00 p.m.

**Where:** Prairie Street (between School St. / S. Gregg Ave. and Church Ave. / Gregg Ave.), Downtown Fayetteville, AR

**Cost:** Free

**Highlights:** Live music (two stages), BYOTee Live Screen Printing, “Art Dump” Community Mural (proceeds to FIRA), UofA art student booth, kids’ activities, local makers & artists, vintage vendors, food trucks, wellness offerings

**Expected Attendance:** 2,000 – 3,000+

**Note:** Falls on the same day as the Square to Square bike event; Prairie Street is located directly on the Razorback Greenway trail

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## **MEDIA CONTACT**

Prairie Street Block Party Organizing Committee

Email: [praiestreetblockparty@gmail.com](mailto:praiestreetblockparty@gmail.com)

Instagram: [@praiestreetblockparty](https://www.instagram.com/praiestreetblockparty)

Facebook: [Prairie Street Block Party](https://www.facebook.com/Prairie-Street-Block-Party)

**###**

## TougeCon 2026 Favoriteville Fund Application

Name: Caleb Yam

Organization: TougeCon LLC

Address: 17737 Twin Maple Dr, Fayetteville AR 72704

Phone: 5302829977

Email: caleb@tougecon.com

Website (if applicable): tougecon.com

### **Event Overview**

Event Name: TougeCon 2026

Event Date(s): October 2-3

Location (Venue & Address): 325 N West Ave, Fayetteville, AR 72701

Estimated Attendance (Total & Breakdown by Local/Visitor): 20,000 (48% local / 52% visitor -- based on 2025 stats)

Event Description: TougeCon is a two-day Japanese inspired automotive lifestyle event held annually in Fayetteville, Arkansas, on a mission to build and unite the grassroots car community through shared passion for Japanese car culture and mountain driving. The event targets driving enthusiasts, aftermarket builders, sim racers, and content creators — primarily ages 18–40, including young families with children.

Friday's Underground transforms a secret Fayetteville location into a night meet with DJs, breakdancers, custom lighting, and curated car displays, while Saturday's Special Stage sends participants across five mountain routes before culminating in a car show, vendor village, and raffle. With over 15,000 attendees from 19 states and 169 cities in 2025, TougeCon has become the region's premier destination for the Japanese car community and a proven driver of tourism to Fayetteville.

### **Financial Summary**

Total Projected Budget: 54,000 in expenses (ALL FINANCIAL DATA IS FROM 2025)

Expected Revenue (itemize major sources): \$20,000 - Sponsorships

\$18,500 - Vehicle Entry Ticketing

\$20,000 - Underground General Admission

\$23,000 - Merch Sales

Expected Expenses (itemize major categories): Facility Rentals - \$16,900  
Merchandise - \$11,000  
Employee Pay - \$8,400 (security, event staff, etc)  
Event Activations & Equipment - \$7,400  
Fees - \$2,600

Anticipated Net Profit/Loss: +\$27,000

Margin Protection Amount Requested: 5,000

Describe how margin protection will be used and what specific outcomes it will guarantee. Would the event occur without this protection? Why or why not?: Margin protection funds would be allocated to event marketing targeted at non-resident attendees and critical production costs — specifically advertising spend in neighboring states and route safety infrastructure for Special Stage. TougeCon will occur regardless, as the event has run successfully in prior years. However, margin protection from Experience Fayetteville directly amplifies our ability to market beyond the region and invest in the quality of the attendee experience, which in turn drives hotel stays, restaurant spend, and repeat tourism. This funding acts as an accelerator, not a lifeline.

Risk Assessment & Contingency Planning: 1. Weather — October in Northwest Arkansas can bring rain.

Mitigation: Underground is held under the parking deck canopy; Special Stage routes have rain-or-shine protocols; we communicate weather plans in advance via social channels.

2. Attendance shortfall — Economic uncertainty or scheduling conflicts could suppress turnout.

Mitigation: Diversified revenue streams across sponsorships, entry fees, and merchandise; early-bird registration incentives; 25%+ year-over-year growth trend provides a buffer above breakeven.

3. Sponsor revenue shortfall — A key partner could pull out late.

Mitigation: Sponsor portfolio is diversified across 13+ partners at multiple tiers; backup targets identified for each category; no single sponsor represents a make-or-break share of revenue.

4. Safety incident on mountain routes — Driving events carry inherent risk.

Mitigation: Staff drivers lead and follow every group, mandatory driver briefing, pace-car protocols, full event insurance, and coordinated safety planning with local law enforcement.

5. Permit or venue complications — Regulatory delays or venue changes.

Mitigation: Permit applications filed well in advance; established relationship with City of Fayetteville.

### **Organizer Experience & Past Performance**

Highlight your event or team's relevant experience.: TougeCon has been produced annually in Fayetteville since 2022, growing from a grassroots meetup to a 15,000+ attendee event drawing enthusiasts from 19 states and 169 cities. The 2025 event generated \$750K in overall local economic impact and secured partnerships with 13 sponsors including local and national brands. Our team has a proven track record of executing complex multi-venue, multi-day events with mountain driving routes, nightlife programming, and large-scale car shows — all while maintaining a strong safety record and deep community trust.

### **Economic & Community Impact**

Estimated hotel room nights generated:: 200+

Estimated spend at local restaurants/retail: \$150k-200k

Cultural or social benefits to Fayetteville: TougeCon puts Fayetteville on the map as the premier destination for Japanese and grassroots car culture in the central United States. The event brings together driving enthusiasts, builders, creators, and families around a shared passion — creating a space where longtime car people and newcomers alike feel like they belong. Friday's Underground activates downtown Fayetteville with music, art, and energy that spills into local bars and restaurants, while Saturday's Special Stage showcases the Ozark mountain roads as a regional asset. The event also introduces thousands of out-of-town visitors to Fayetteville's food, culture, and community — many of whom return on their own throughout the year.

### **Access & Inclusion**

Describe how your event is intentionally welcoming to all audiences, especially underserved or underrepresented communities.: TougeCon is intentionally built as an entry point into car culture, not a gatekept space. There is no minimum car modification requirement, no judged-entry barrier, and no exclusive "inner circle" — anyone with a car and curiosity is welcome. Our community spans first-generation car owners, working-class builders, sim racers who've never tracked a real car, and seasoned enthusiasts — and the culture reflects that mix. We actively promote the event through channels that reach beyond traditional automotive spaces, including local Fayetteville community groups, local networks, and regional lifestyle media.

## **Seasonality & Timing**

Explain how your event adds energy to Fayetteville's quieter periods.: October sits between Fayetteville's peak summer tourism and the holiday season — a window where hotel occupancy and downtown foot traffic naturally dip. TougeCon fills that gap by bringing 15,000+ visitors into town during a shoulder period, directly boosting hotel stays, restaurant revenue, and retail activity when the city needs it most. The event also extends the economic tail of fall tourism in the Ozarks, giving visitors a reason to travel to Fayetteville specifically rather than passing through to other regional destinations.

## **Supporting Documents**

Detailed Event Budget: [69e1c498c9b64-TougeCon P&L Forecast.pdf](#)

Marketing/PR Plan (2-page max): [69e1c498cb30f-TougeCon-2026-Marketing-PR-Plan.pdf](#)

Historical Financials or Prior P&L (if applicable): [69e1c498cc0ea-TougeCon P&L Sheet.xlsx - 2024.pdf](#)

## **Declaration**

I declare that all information provided is true and complete.

Signature: Caleb Yam

Date: 4/16/26

# TougeCon P&L Forecast

Sales		Forecast
	Sponsorships (\$4500)	\$ 14,500.00
	Outdoor Reserved Underground (40 @ \$50)	\$ 600.00
	Pre-Sale General Admission Underground	\$ 7,155.00
	At Gate (Card) General Admission Underground	\$ 6,720.00
	At Gate (Cash) General Admission Underground	\$ 5,791.00
	Show Car Tickets (90 @ \$75)	\$ 5,714.45
	Special Stage Tickets (150 @ \$75)	\$ 12,300.00
	Clearance Items	\$ 1,234.00
	T-Shirts (500 @ \$35)	\$ 15,785.00
	Hoodies (Backstock)	\$ 2,580.00
	Nobori Flags (40 @ \$35)	\$ 1,085.00
	Jet Tags / Lanyards (50 @ \$5)	\$ 760.00
	Posters (100 @ \$10)	\$ 330.00
	Sunglasses (30 @ \$10)	\$ 150.00
	TougeCon Stickers (100 @ \$5)	\$ 1,105.00
	Raffle	\$ 5,010.00
	<b>Gross Sales</b>	\$ 80,819.45
	Less: Sales Discounts	
	<b>Net Sales</b>	\$ 80,819.45
<b>Expenses</b>		
	<b>Rentals</b>	
	TougeCon Shop 2025	\$ 5,512.50
	Town Center Rental	\$ 9,182.57
	Underground Venue Rental	\$ 2,000.00
	Uhaul Rental	\$ 234.71
	<b>Contracts</b>	
	Production	\$ 200.00
	Lighting & Audio	\$ -
	DJ	\$ 543.75
	Breakdancing	\$ 1,600.00
	Police Staffing	\$ 1,200.00
	Videographer	\$ 2,300.00
	Photographers	\$ 1,500.00
	Merch Booth Staff (64 hrs @ \$20/hr)	\$ 1,020.00
	<b>Employee Expenses</b>	
	Hotel Stays for Staff	\$ 338.98
	Hotel Stays for Special Guests	\$ 847.45
	Staff Meals	\$ 599.84
	<b>Marketing</b>	
	Business Card & Flier Printing	\$ -
	Ads	\$ 162.45
	<b>Show Enhancements</b>	
	TougeCon Booth Setup	\$ 1,592.60
	Blow Up Glowing Archways + Custom Lighting Panels	\$ 1,094.42
	Awards	\$ -
	RC Drifting	\$ -
	Printed Goods (Route Cards, Posters, Signs)	\$ 140.00
	Misc Items	\$ 3,194.50
	Paint & Scissor Lifts	\$ 1,358.76
	<b>Fees</b>	
	Credit Card/Paypal Fees	\$ 2,058.17
	Shopify POS Pro	\$ 89.00
	Evey Ticketing App Fees (1,500 Tickets @ \$0.50)	\$ 386.27
	Easify Bundle App Fees	\$ 67.96
	<b>Insurance</b>	
	General Liability Insurance	\$ 1,122.00
	Event Insurance	\$ 2,130.00
	<b>Merchandise</b>	
	T-Shirt Blanks (600 @ \$4.17 + 400 @ \$0.00 + Staff )	\$ 2,645.80
	T-Shirt Printing (1000 @ \$5/print)	\$ 5,106.00
	Nobori Flags (110 @ \$5.73)	\$ 630.65
	Posters (100 @ \$0.70)	\$ -
	TougeCon Stickers (900 @ \$1.50)	\$ 1,455.00
	Shipping	\$ 1,158.35
	<b>Taxes</b>	
	Sales Tax (9.75%) on Merch	\$ 2,245.33
	<b>Total Expenses</b>	\$ 53,717.06
<b>Gains</b>		
	N/A	\$ -
	<b>Total Gains</b>	\$ -
<b>Losses</b>		
	N/A	\$ -
	<b>Total Losses</b>	\$ -
<b>Net Income</b>		\$ 27,102.39

# TougeCon 2026 - Marketing & PR Plan

## Overview

TougeCon 2026 (October 2-3, Fayetteville, AR) targets 20,000+ attendees · a 33% increase over 2025's 15,000+. This plan drives out-of-state registration, maximizes sponsor visibility, and positions Fayetteville as the premier Japanese car culture destination in the central United States.

## Social Media Strategy

Platforms: Instagram (primary), Facebook

- May: Launch phase. Event announcement, route reveal, sponsor spotlights (2/week). Repurpose 2025 aftermovie and UGC to build anticipation.
- Jun-Jul: Registration push. Early-bird promos, influencer reposts, "Who's coming?" map updates showing states represented.
- Aug-Sep: Peak momentum. Weekly content drops, sponsor product giveaways, route preview content, countdown posts.
- Oct (event week): Real-time coverage · live stories, attendee takeovers, result reels.
- Post-event: Aftermovie within 1 month. Recap reels, sponsor thank-yous, attendance stats. Sustains audience into next year's cycle.

EF Tagging: Most posts will tag @fayettevillear and use #expfaymyway, with EF tagged in all major announcements, sponsor content, and event-weekend coverage.

## Influencer & Creator Partnerships

- VIP Creator Invites: Targeted outreach to automotive content creators (e.g., ThatDudeInBlue, Evan Shanks) with comped access and dedicated content windows. Creators produce organic content before, during, and after the event.
- Creator Deliverables: Invited creators produce content across the event weekend · stories, posts, and recaps · with referral codes to track registrations.

## Paid Advertising

- Geo-targeted Instagram & Facebook ads running May-September, focused on 18-35 automotive enthusiasts within a 500-mile radius of Fayetteville.
- Google Search ads on "Japanese car events 2026," "car shows Arkansas," "mountain drives near me."
- Retargeting campaigns to website visitors and Instagram engagers with registration CTAs.

## PR & Media Outreach

- Targeted outreach to automotive media outlets (e.g., Speedhunters, Hooniverse, Grassroots Motorsports) with personal invitations to attend and cover the event.
- Post-event: attendance numbers, economic impact, sponsor highlights, and photo packages available for media.

## Metrics & Reporting

Attendance: 15,000+ (2025) -> 20,000+ (2026 target)

Social impressions (campaign): 1.2M (2025) -> 1.5M+ (2026 target)

Out-of-state attendees: 19 states (2025) -> 24+ states (2026 target)

Hotel room nights: 72 (hotels only) (2025) -> 200+ (2026 target)

Local economic impact: \$750K (2025) -> \$1M+ (2026 target)

# TougeCon 2024 Income Statement

<b>Sales</b>		<u>Actual</u>
Sponsorships		\$ 17,450.00
Reserved Underground (\$30)		\$ 2,910.00
Show Tickets (\$40)		\$ 3,320.00
Drive Tickets (\$35 donation @ 40% rate)		\$ 3,099.00
Vendor Fee (\$200-300)		\$ 1,400.00
Merchandise		\$ 20,558.00
Raffle		\$3,009.00
<b>Gross Sales</b>		<b>\$ 51,746.00</b>
Less: Sales Discounts		
<b>Net Sales</b>		<b>\$ 51,746.00</b>
<b>Expenses</b>		
Venue Rental		\$ 8,343.94
T-shirts		\$ 5,439.09
Lighting & Audio		\$ 531.60
DJ		\$ 450.00
Nobori Flags		\$ 687.55
Stickers & Sticker Packs		\$ 346.14
Awards		\$ -
RC Drifting		\$ 110.34 [1]
TougeCon Booth Setup		\$ 3,523.00 [2]
Business Card & Flier Printing		\$ 340.75
Staff Meals		\$ 488.00
Police		\$ 600.00
Day of Show Misc Items		\$ 353.60 [3]
Compensation for Media Coverage		\$ 3,809.77
Compensation for Merch Booth Staff		\$ 995.00 [4]
Credit Card/Paypal Fees		\$ 1,043.73
Insurance (non-moving)		\$ 2,478.00
<b>Total Expenses</b>		<b>\$ 29,540.51</b>
<b>Gains</b>		
N/A		\$ -
<b>Total Gains</b>		<b>\$ -</b>
<b>Losses</b>		
N/A		\$ -
<b>Total Losses</b>		<b>\$ -</b>
<b>Net Income</b>		<b>\$ 22,205.49</b>

# Memo



**To:** Fayetteville Advertising & Promotion Commissioners

**From:** Ryan Hauck, CEO

**Date:** April 27, 2026

**Re:** TheatreSquared 2026 Capital Campaign Installment

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## Background

The Fayetteville Advertising & Promotion Commission has previously committed to supporting TheatreSquared's capital campaign, which plays a significant role in enhancing Fayetteville's cultural infrastructure and visitor economy. TheatreSquared continues to serve as a key driver of tourism, economic impact, and national recognition for the city.

As part of this ongoing commitment, the Commission has received an invoice dated March 31, 2026, for the 2026 Capital Campaign installment in the amount of \$200,000, with a due date of April 30, 2026.

This investment aligns with the Commission's strategic priorities to support high-impact cultural assets that attract visitors, generate overnight stays, and elevate Fayetteville's profile as a premier arts and entertainment destination.

## Recommendation

It is the recommendation of the CEO that the Commission approve the 2026 Capital Campaign installment payment to TheatreSquared in the amount of \$200,000, as budgeted.

This continued investment ensures the successful completion and sustainability of a transformational cultural asset that directly contributes to tourism growth and community vibrancy.

## Motion to Pass

Motion to approve the allocation of \$200,000 for the TheatreSquared 2026 Capital Campaign installment.

**TheatreSquared**  
PO Box 4188  
Fayetteville, AR 72702

# Invoice

3/31/2026

Invoice #

21602

**Payer**

Fayetteville A&P Commission  
P.O. Box 4157  
Fayetteville, AR 72702

Due Date

4/30/2026

Description	Quantity	Rate	Amount
Capital Campaign 2026 Installment		200,000.00	200,000.00
		<b>Total</b>	<b>\$200,000.00</b>

**Payments/Credits** \$0.00

**Balance Due** \$200,000.00

# Memo



**To:** Fayetteville Advertising & Promotion Commissioners

**From:** Ryan Hauck, CEO

**Date:** April 27, 2026

**Re:** Funding Fireworks for America 250<sup>th</sup> Celebration

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## Background

As Experience Fayetteville continues to expand its America 250 (A250) programming, we have a unique opportunity to elevate our community-wide efforts with a culminating fireworks display. This initiative would serve as a unifying, high-impact celebration that complements the series of events already planned across the city.

Our current A250 activations intentionally span multiple key areas of Fayetteville including Gulley Park, the Ramble and Downtown, and with this, Uptown. This will create energy, economic impact, and engagement throughout the community. A fireworks display would act as the capstone moment, tying these activations together and reinforcing a sense of shared community pride.

This effort aligns directly with our Destination Master Plan imperative, Keeping Community at Heart. Our message will center around demonstrating how local HMR tax collections are reinvested into meaningful, engaging, and accessible experiences for residents. It also provides Experience Fayetteville with a visible and memorable way to give back to the community while strengthening local connection to our work.

Additionally, this initiative aligns with the intent of the Favoriteville Fund by supporting a high-impact, community-focused event that enhances Fayetteville's cultural vibrancy, drives community engagement, and contributes to the overall experience of place. While the Fund is designed to mitigate risk and encourage bold programming, this fireworks display represents a strategic investment in a signature moment that elevates an existing series of events and delivers broad community value.

The total cost for this initiative is not to exceed \$30,000 and would be funded through the Favoriteville Fund line item

## Recommendation

It is the recommendation of the CEO that the Commission approve up to \$30,000 from the Favoriteville Fund to support a fireworks display as part of Experience Fayetteville's America 250 programming. This investment will enhance the overall impact of our A250 efforts, provide a signature closing moment for our series of events, and reinforce the value of tourism-generated funding in creating vibrant community experiences.

## Motion to Pass

Motion to approve the allocation of up to \$30,000 from the Favoriteville Fund for a fireworks display as part of Experience Fayetteville's America 250 celebration efforts, and authorize CEO Ryan Hauck to execute all necessary agreements related to this initiative.