

**Fayetteville Town Center
Annual Report to Fayetteville City Council
December 2011**

- I. Goals (as stated in Article V, Section 507 of the Lease and Agreement between the City of Fayetteville, Arkansas and the A&P Commission of the City of Fayetteville, Arkansas)
- A. Generate increased tourism for Fayetteville.
 - B. Remain financially viable with all debts and obligations paid timely.
 - C. Serve the Fayetteville community by use for local, non-profit groups and other community events.

II. Tourism Review

Total Contracts & Events (January – September)

	2010	2011	Variance
Number of Contracts	151	153	1%
Amount of Sales	\$244,919.96	\$209,114.50	(15%)
Number of Events	188	158	(16%)

III. Increased Tourism

The following list represents FTC participation in events during 2011 that potentially resulted in overnight guests from outside the NWA area. Because the FTC does not track client guest lists, we have no way to accurately determine revenue associated with each event.

Event Name	Event Date
Martin Luther King Jr. Banquet	January 17, 2011
Franklin Covey Seminar	January 26, 2011
SARPA	February 5, 2011
Smart Step Literacy	February 22, 2011
Bassnectar Concert	February 25, 2011
IECA Conference	March 31, 2011
Kappa Scholarship Banquet	April 4, 2011
UA Towers	April 8, 2011
Smart Step Literacy	April 27, 2011
Mutual of Omaha Aha Moments	May 2011
UA Law School Graduation	May 21, 2011
Fayetteville Adult Education Graduation	May 24, 2011
Haas Hall Graduation	May 31, 2011
UA Literacy Symposium	June 23, 2011
Ronnie Brewer Foundation Banquet	July 30, 2011
Various Wedding Receptions	

IV. Financial Viability Summary

	2010 BUDGET	YTD 2011 (August 2011)
Budget	\$416,897.00	\$414,722.00
Revenue	\$260,550.68	\$283,299.96
Expenses	\$267,793.02	\$414,222.16*

*This number includes cost of renovations including carpet and painting facility.

V. Facility Use Summary (January – September)

	2010	2011
Sales (# executed contracts)	153	115
Sales (\$ executed Contracts)	\$284,592.00	\$209,114.50
Collections	\$305,348.40	\$283,299.96

VI. Non-Profit and Community (January – September)

	2010	2011
Total Events	188	158
Non-Profit Events	24	19
Ratio: NP to Total Events	13%	12%

VII. Community Support

- ❖ First Thursdays – Plaza.
- ❖ Girl Scouts Thinking Day.
- ❖ Earth Day Celebration on plaza.
- ❖ Public services including use of plaza to expand local Farmers Market, provision of public restrooms and parking for public events.
- ❖ Parks and Recreation Department Celebration of Trees on Plaza.
- ❖ Use of plaza for peaceful assembly, public speaking (i.e. Peace Rallies, Public Awareness of crippling illnesses such as cancer and leukemia) and political announcements.
- ❖ Local artists displaying their art in the Town Center Lobby offering enrichment of the arts for our community.
- ❖ Fayetteville High School P.S.A.T. testing.
- ❖ Dahli Lama Opening Ceremony on plaza.
- ❖ A list of non-profit events at the Town Center is available upon request.

VIII. Feedback

Gray/Carpenter Reception – Everything was amazing!!! You all made it so easy for us to pull off an awesome night! Thank you so much.

Arkansas High School Coaches Association Clinic – Great facility and excellent service.

Fayetteville Public Schools – The staff was a pleasure to work with.

ABC Home Inspection Institute – Great accommodations and we will continue to use the facility year after year.

IX. Fayetteville Town Center Staff

- Sandra Bennett, Facilities Manager
- Lynn Gill, Sales Director
- Collin Brunner, Event Coordinator
- Ashden White, Maintenance & Custodial

X. Supporting Documentation (not included with report unless otherwise noted)

- Income Statements: Actual vs. Budget 2010 and 2011 – included.
- 2010 General Ledger
- 2011 General Ledger
- Customer Evaluation Summary

