

**Fayetteville Town Center
Annual Report to Fayetteville City Council
October 2013**

- 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 (September – September)

	2011-2012	2012-2013	Variance
Number of Contracts	165	172	4%
Amount of Sales	\$327,629.31	\$339,387.81	4%
Number of Events	174	260	49%

III. Increased Tourism

The following list represents FTC participation in events during 2012-13 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
America In Bloom National Conference	September 20, 2012
Fayetteville Public Education Hall of Honor Banquet	October 4, 2012
Martin Luther King Jr. Banquet	January 21, 2013
American Society of Civil Engineers	March 5, 2013
University of Arkansas NCAA Track Banquet	March 6, 2013
University of Arkansas Towers Banquet	April 26, 2013
Arkansas Republican Party Banquet	April 30, 2013
University of Arkansas Law School Graduation	May 17, 2013
Central United Methodist Church Banquet	June 3, 2013
Ozark Race Classic	June 21, 2013
Trail of Tears Association Regional Conference	July 12, 2013
Arkansas Parks and Tourism Board Meeting	July 17, 2013
Ronnie Brewer Foundation Banquet	August 3, 2013
Kendrick Fincher Hydration Foundation Banquet	August 10, 2013
Arkansas Gas Association Annual Conference	September 22, 2013
Various Wedding Receptions	

IV. Financial Viability Summary

	2012 BUDGET (As of September)	YTD 2013 (As of September)
Budget	\$ 299,417.00	\$ 315,000.00
Revenue	\$ 390,367.00	\$ 322,876.00
Expenses	\$ 390,981.00	\$ 361,080.00

V. Facility Use Summary (September – September)

	2011-2012	2012-2013
Sales (# executed contracts)	165	173
Sales (\$ executed Contracts)	\$327,629.31	\$342,887.81
Collections	\$414,870.99	\$450,740.16

VI. Non-Profit (September – September)

	2011-2012	2012-2013
Number of Non-Profit Events	19	20
Percentage of Non-Profit Events	8%	8%

The Fayetteville Town Center offers a reduced rate for non-profit organizations which supports their ability to raise funds for their organization. Following is a partial list of non-profit events held at the Town Center.

Event Name	Event Date
Habitat for Humanity	October 8, 2012
March of Dimes	October 18, 2012
Juvenile Diabetes Research Foundation	November 16, 2012
Arkansas Support Network	December 15, 2012
American Heart Association	January 26, 2013
The Miller McNeil Woodruff Foundation	March 29, 2013
LifeSource	May 2, 2013

VII. Community Support

- ❖ Fayetteville High School Homecoming Parade
- ❖ Farmers Market Award Ceremony
- ❖ Free Syria of Arkansas Rally
- ❖ Lights of the Ozarks
- ❖ Girl Scout Thinking Day
- ❖ Fayetteville High School Boys Basketball Banquet

VIII. Feedback

Hairston Reception - "We were extremely pleased with the Town Center as a whole! Very easy to work with and accommodating to our budget

I have already recommended to another bride to be's father! And when asked will definitely recommend using the Fayetteville Town Center!

Lori Blew - "We were so pleased with everything!!!! The facility & staff were excellent...we will recommend The Fayetteville Town Center to anyone that asks!

Thank you so much you all were a pleasure to work with!! The wedding & the reception were perfect & you all were a big part of that!!!

Legal Aid of Arkansas - Many thanks for the use of the facility. Everyone we encounter was friendly and helpful.

IX. Fayetteville Town Center Staff

- Sandra Bennett, Facilities Manager
- Collin Brunner, Director of Sales
- Caroline Franco, Event Coordinator
- Mason McDonald, Event Services Manager

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

- Income Statements: Actual vs. Budget 2010 and 2011 – included.
- 2012 General Ledger
- 2013 General Ledger
- Customer Evaluation Summary

