Fayetteville Advertising & Promotion Commission

2019 YEAR IN REVIEW
As the CEO of the Fayetteville Advertising & Promotion Commission and Experience Fayetteville, I want to thank you for taking the time to read this Year In Review. It will give you a better sense of what the A&P Commission is tasked with and accomplishes each year, and why what we do is so important to the Fayetteville community.

The A&P Commission was enabled through state legislation and is enacted locally through city ordinance. The commission is the governing body for Experience Fayetteville and is made up of four representatives of the tourism industry, two City Council members and one citizen at-large member, all tasked with appropriating funds collected through the city’s hotel-motel-restaurant [HMR] tax.

Experience Fayetteville, the city’s official convention and visitors bureau, oversees the Fayetteville Town Center, Clinton House Museum and the Walker Stone House. Our staff gets to tell and show the world all the exciting things going on in Fayetteville, Arkansas, as well as creating new experiences for visitors.

I was once asked “What is the common thread that ties all of the A&P units together?” While it might initially seem as if the ways we impact this city are separate, we serve a common purpose. It is true the ways in which we carry out that purpose are distinct — whether we are bringing sports tournaments and meetings to town, hosting weddings and events at Fayetteville Town Center, preserving and celebrating a piece of Arkansas and American history at the Clinton House Museum or welcoming visitors at our downtown Visitors Center — the common thread is Fayetteville. We love this city, and we love making an impact on its economy, culture and sense of place!

Want to learn more? Just keep reading.

Molly Rawn, CEO
Fayetteville Advertising & Promotion Commission
MISSION
We shape Fayetteville as a welcoming destination through the experiences we cultivate and stories we share.

VISION
Fayetteville is a must-visit destination.

### ADVERTISING & PROMOTION COMMISSION

<table>
<thead>
<tr>
<th>CITY OF FAYETTEVILLE</th>
<th>TOURISM INDUSTRY APPOINTEES</th>
<th>PUBLIC AT-LARGE APPOINTEE</th>
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<tbody>
<tr>
<td>Matthew Petty, Chair</td>
<td>Ching Mong</td>
<td>Robert Rhoads</td>
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<tr>
<td>Fayetteville City Council: Ward 2, Position 2</td>
<td>Apple Blossom Brewing Co.</td>
<td>Term: 7/7/15 - 3/31/21</td>
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<td>Sarah Bunch</td>
<td>Todd Martin</td>
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<tr>
<td>Term: 1/3/19-Indef.</td>
<td>Chrissy Sanderson</td>
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<td>Term: 4/1/19 - 3/31/23</td>
<td>Katherine Kinney</td>
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<tr>
<td>City: Ward 3, Position 2</td>
<td>The Graduate Fayetteville</td>
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<td>Term: 6/1/17 - 3/31/21</td>
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### CITY OF FAYETTEVILLE APPOINTEE

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OUR STAFF

Molly Rawn, CEO

EXPERIENCE FAYETTEVILLE

Hazel Hernandez  VP Sales & Marketing
Amy Stockton  Director of Operations & Destination Development
Sally Fisher  Finance Director
Julie Pennington  Senior Sales Director
Ashley Cane  Marketing Manager
Luke Charpentier  Sports Sales Manager
Julia Cherry  Operations Manager
Brannon Pack  Cycling Coordinator
Chloe Bell  Community Engagement Manager

FAYETTEVILLE TOWN CENTER

Tina Archer-Cope  General Manager
Monica Janatti  Director of Event Services
Leigh Woodruff  Director of Sales
Kathleen Littel  Sales Manager
Andrew Aguilar  Event Services Manager
Chris Maze  Facilities Coordinator

CLINTON HOUSE MUSEUM

Angie Albright  Director
Flannery Quinn  Museum Manager

ACCOLADES

BEST PLACES TO LIVE (NO. 4)
— U.S. News & World Report, 2019
* Fourth year in a row in the top five

BEST CITIES FOR BIKES (NO. 17)
— PeopleForBikes, 2019

BEST PLACES TO VISIT WITH YOUR DOG (NO. 34)
— Reviews.com, 2019

BEST BARS IN AMERICA: MAXINE’S TAP ROOM
— Esquire, 2019

ARKANSAS HERITAGE AWARD: GEORGE’S MAJESTIC LOUNGE
— Arkansas Governor’s Conference, 2019

GOLD ADDY AWARD, BROCHURE: FAYETTEVILLE ALE TRAIL
— AdClub Little Rock, 2019

12 AMAZING FALL FOLIAGE DESTINATIONS: OZARK HIGHLANDS TRAIL
— Backpacker, 2019

COOLEST INDIE BOOKSTORES IN THE U.S.: DICKSON STREET BOOKSHOP
— The Manual, 2019
A&P FUNDING

The Advertising & Promotion Commission was created on March 1, 1977, by the City Board. This ordinance established a 2% tax to be collected by hotel/motel and prepared food operators within the city. The taxes collected are remitted to the city on a monthly basis. Taxes collected are then distributed 50/50 between the Advertising & Promotion fund and the Fayetteville Parks & Recreation Department.

According to the ordinance, A&P funds shall be used for the advertisement and promotion of the city and its environs, construction and operation of a convention center and for funding of the arts if the commission determines that funding of the arts is necessary for supporting its advertising and promotion endeavors.

ECONOMIC IMPACT

The A&P Commission uses HMR funds in order to make a positive economic impact on the city through tourism. To make a positive impact on our community, Experience Fayetteville attracts visitors to our city through advertising and public relations – outside of personnel, this is where the majority of the Experience Fayetteville budget is spent.

Experience Fayetteville recognizes the role that events play in cultivating a must-visit destination. We produce our own events including First Thursday and the Lights of the Ozarks festival, as well as financially incentivizing events that have a positive economic impact and help further the city’s brand.

Experience Fayetteville helps generate millions of dollars annually to the local economy by attracting meetings, sporting events and leisure travelers to town. These visitors not only dine in our restaurants and stay in our hotels, but also participate in the myriad of things people do while in town — shopping at local stores; purchasing tickets to festivals and events, attending performances and live music; and so much more.

For the seventh year in a row, in 2019 collections from the city Hotel, Motel and Restaurant (HMR) Tax increased year-over-year. With 1 percent of all revenues generated by the city’s 2-percent HMR Tax credited to the A&P Fund — the other half going to the Fayetteville Parks & Recreation Department — below is a breakdown of the A&P’s portion of HMR Tax collections over the past 8 years.
Our sales team actively works to recruit meetings and conventions to be held in meeting spaces throughout Fayetteville, which includes the Fayetteville Town Center, hotels, businesses and multiple attractions. Also, we work to attract sporting events — both for traditional and nontraditional sports — and tour groups of varying sizes. All of these markets create a positive return on investment for our city. When groups come to town to hold a meeting or play in a tournament, they spend their dollars here. That revenue creates jobs and keeps tax dollars here!

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<tr>
<th>CATEGORY</th>
<th>EVENTS</th>
<th>ECONOMIC IMPACT</th>
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<tbody>
<tr>
<td>MEETINGS &amp; CONVENTIONS</td>
<td>22</td>
<td>$1,160,882</td>
</tr>
<tr>
<td>SPORTS TOURNAMENTS</td>
<td>36</td>
<td>$2,364,264</td>
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<tr>
<td>TOUR GROUPS</td>
<td>19</td>
<td>$49,524</td>
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<tr>
<td><strong>TOTAL IMPACT</strong></td>
<td><strong>77</strong></td>
<td><strong>$3,574,747</strong></td>
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### BALANCE SHEET

**As of December 31, 2019**

#### ASSETS

**CURRENT ASSETS**
- Cash: $1,442,023.64
- Investments: $907,475.40
- Accounts Receivable: $371,145.16
- Prepaids and Deposits: $64,246.67
- Merchandise Inventory: $11,622.50

**TOTAL CURRENT ASSETS**: $2,796,513.37

**OTHER ASSETS**
- Building, Land and Capital Improvements: $2,608,861.65
- Construction in Progress: $77,693.23

**TOTAL OTHER ASSETS**: $2,686,554.88

**TOTAL ASSETS**: $5,483,068.25

#### LIABILITIES AND EQUITY

**LIABILITIES**
- 252,740.94

**EQUITY**
- Fund Balance: $4,660,297.72
- Temporarily Restricted Funds: $282,654.50
- Net Revenue: $287,375.09

**TOTAL EQUITY**: $5,230,327.31

**TOTAL LIABILITIES AND EQUITY**: $5,483,068.25

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### CYCLING IN FAYETTEVILLE

2019 was a big year for cycling in Fayetteville! With matching support from the Walton Family Foundation, we hired a full-time cycling coordinator to help establish Fayetteville as a cycling destination!

Fayetteville’s trail system continues to grow, now featuring 47 miles of shared-use paved trails and 40 miles of natural surface trails. Because of the city’s trail system, including the Razorback Regional Greenway, as well as its bike-friendly streets and businesses, cycling has quickly become one of the biggest draws for visitors to Fayetteville.

The A&P Commission works with local hotels, motels and inns to help improve awareness of the cycling community with the goal of making businesses more attractive to the cycling traveler. By providing sought-after accommodations or services, or by simply adding already existing features to their promotional literature, businesses are more likely to attract and retain cycling travelers.

#### CYCLING ACCOMPLISHMENTS:

- Fayetteville specific “market blasts” in partnership with advocacy groups and city staff
- Presentation on benefits of cycling tourism to hotel partners at Experience Fayetteville-hosted Hotel Hangout
- On-site surveys and meetings with hotel management teams from 25 properties focused on increasing bicycle friendliness of our hotels
- Partnered with Joe Martin Stage Race for 42nd annual event; includes over 500 professional and amateur athletes from 20 countries
- Hosted annual training camp for internationally recognized professional cycling team Hagens Berman Axeon
- Hosted 2019 FayetteCross cyclocross event; participation grew 500% over 2018
- Entered into relationship with Parkven Productions to host 2020 FayetteCross (Pan-American Championships) and 2022 UCI Cyclocross World Championships
- Increased cycling content on Experience Fayetteville website and social media outlets
In 2019, it was announced that Fayetteville will be the host city for the 2022 Union Cycliste Internationale (UCI) Cyclocross World Championships. This will be only the second time the UCI CX World Champs will be held in the United States, and competitors and spectators will descend on Fayetteville from around the world.

Also in 2019, Experience Fayetteville was awarded a $2.3 million grant by the Walton Family Foundation’s Personal Philanthropy Group, enabling Experience Fayetteville to produce the World Championships and a series of cyclocross events including 2019’s FayetteCross.

In 2019, Experience Fayetteville’s marketing efforts were aimed at raising awareness of Fayetteville’s offerings through state, regional and national media coverage, both through paid and earned media – particularly in markets within a 6-hour drive. Messaging informed the audience that Fayetteville is an affordable, inclusive, accessible travel destination with unique offerings and culture.

For the year, goals were set to focus on promoting Fayetteville’s authentic, passionate and diverse food culture; outdoor activities; the arts scene; and Fayetteville being the nightlife and entertainment capital of Northwest Arkansas. Also, we aimed to increase efforts toward ESL markets.

### 2022 UCI CYCLOCROSS WORLD CHAMPIONSHIPS

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### ADVERTISING

#### 2019 Site Traffic by Top State

1. Arkansas 33%
2. Texas 22%
3. Oklahoma 12%
4. Missouri 7%
5. Tennessee 4%
6. Kansas 4%

#### 2019 Designated Market Areas (DMAs) for advertising:
- Arkansas - Little Rock & Northwest Arkansas
- Texas - Dallas-Fort Worth
- Oklahoma - Tulsa & Oklahoma City
- Missouri/Kansas - Kansas City
- Tennessee - Memphis
Fayetteville has long been considered the entertainment headquarters of the region, and a huge part of that reason is the Downtown and Dickson Street areas. They serve as the epicenter of fun for people throughout Northwest Arkansas. Dickson Street is home to many of Fayetteville's unique boutiques, galleries, bars and restaurants. And, as the region's entertainment destination, it's a guaranteed good time for everyone.

Discover the eclectic sounds of Fayetteville at one of the many bars and restaurants offering live music almost every night of the week. From dancing to shooting pool, there is something for everyone's tastes. The energy on Dickson Street will reinvigorate even the most exhausted tourist (or resident). Here, you'll find George's Majestic Lounge, the oldest and longest-running club and live music venue in Arkansas. Some of the nation's best-known names in music have played on Dickson Street. Tomorrow's stars may even be playing while you're here.

And the fun doesn't have to stop when the sun comes up. Spend your morning wandering through some of the city's most unique retail shops and have a relaxing lunch on your choice of patios. Savor a white tablecloth dinner at one of many renowned restaurants. Stop for an afternoon dessert or stroll the Downtown Square gardens. Maybe just sit and watch the crowds go by. For people-watching alone, Downtown and Dickson Street are a must.

Still not convinced? See for yourself! It's not hard to find, just listen for the heartbeat and follow it to Downtown and Dickson Street.

**DIGITAL 73%**

- In-stream video
- Display
- Social (Facebook, Instagram)
- Connected TV
- Streaming audio
- Podcasts
- Paid search (English, Spanish, Fayetteville Town Center)
- Geo-fencing

**TRADITIONAL 27%**

- Cable
- Print
- Contingency

**IMPACT**

**Impressions:** 53,438,591  
**Clicks:** 381,488  
**Click-through-rate:** 0.71%

**Website Users:** 292,961 (+8% YOY)  
**Website Sessions:** 351,660 (+5% YOY)
VIDEOS

To expand the “Find Away” campaign that began with the Experience Fayetteville rebrand in 2017, introduced into the media plan in 2019 were several new “Find Away” videos. The videos include locals enjoying Fayetteville attractions, each representing a different target demographic: couples, families, adventure travelers and empty nesters. Videos includes 30-, 15- and 6-second versions.

To continue the previous success of the Outdoor, Arts Scene and VeoRide videos, in 2019 Experience Fayetteville and Sells Agency produced a Food Scene video, as well as smaller vignette videos utilizing additional footage. It focused on Fayetteville’s authentic, passionate and diverse food culture.

PUBLIC RELATIONS

Goals for PR efforts in 2019 included capitalizing on local media outlets and paid-media opportunities, as well as pitching Fayetteville’s culture and attractions to regional and national media.

According to Meltwater, the monetary value of Experience Fayetteville’s overall media coverage in 2019 was more than $7.06 million for broadcast, print and online.

PROGRAMS

In 2019, the A&P Commission revamped the Experience Fayetteville Visitors Center to focus first and foremost on being a definitive source for information for visitors and guests. This approach was a departure from the retail model and was seen as a success among locals and visitors alike. Also, during special events the Visitors Center hours of operation are extended, better serving our guests.

In all, nearly 8,300 people came into the Visitors Center in 2019 – despite being closed for four months! In fact, foot traffic from August through December was up 45% compared to the same period in 2018. As the new neon sign says, “All Are Welcome.”

• First Thursday Fayetteville is a free monthly festival on the Historic Downtown Square. It is held the first Thursday of the month, from May through October. The square is transformed into an outdoor arts district, and the event also includes live music, street performances, children’s activities, food trucks, a craft-beer garden and more.

In 2019, First Thursday saw an estimated 1,500 attendees each month. The program featured 14 performances, 82 vendors, 12 food trucks and 12 breweries.

• Trick or Treat on the Square is held each Halloween on the square, offering both the community and guests a safe, kid-friendly environment for costumed little ones to collect candy. Around 2,000 people attended in 2019, with many Fayetteville businesses and organizations participating.

• Lights of the Ozarks is one of the most popular attractions in Northwest Arkansas. Each year, the square is decorated with 400,000 lights. From mid-November through New Years, guests enjoy nightly holiday activities and festive music.

Each year, between 5,000-7,000 people attend the Lighting Ceremony and Parade, which featured a new parade route in 2019 to improve safety.
PARTNERSHIPS

In 2019, Experience Fayetteville began a contract with the City of Fayetteville to assist in the development of the planned Cultural Arts Corridor. Experience Fayetteville will be working with stakeholders to develop programming for these spaces, as well as overseeing the branding efforts of these new assets.

The A&P Commission has a history of making multi-year significant investments into arts and culture and recreational amenities. In 2012, the commission approved a $500,000 investment in the Faulkner Performing Arts Center on the University of Arkansas campus. In 2013, voters approved using A&P funds (1% HMR) to issue $6.9 million in bonds to support the Walton Art Center’s expansion and $3.5 million in bonds to help build Kessler Mountain Regional Park. In 2017, the commission voted to approve a $3 million investment in Theatre Squared, paid out over 15 years.

In 2019, the A&P Commission awarded grant funding to the following community partners for special events and projects that strengthen promote the city, increase tourism and enhance the city’s brand:

Artists of NWA  
Art Ventures  
Botanical Garden of the Ozarks  
Chile Pepper Cross  
Country Race  
Community Creative Center  
Fayetteville Downtown Rotary  
Fayetteville Film Festival  
Fayetteville Youth Baseball  
Fenix Fayetteville  
Hogeye Marathon  
NWA Land Trust  
Ozark Volleyball Club  
BikeNWA  
Fayetteville Parks & Recreation  
Startup Junkie  
TheatreSquared  
Walton Arts Center

FAYETTEVILLE TOWN CENTER

The Fayetteville Town Center building is owned by the city, and leased to the A&P Commission to operate. Fayetteville Town Center has seven full-time employees and several part-time and seasonal employees.

From conferences and trade shows to weddings and live music, the Fayetteville Town Center provides the space and more for community members looking to host events – big or small. The Town Center was recently remodeled and expanded to cover 19,000 square feet. There are rooms/spaces of varying size to accommodate any type of event, and their full-time staff is always available to help customers every step of the way – from the planning phase to the actual day of the event. It’s why the Town Center is continually voted “Best Venue” in Northwest Arkansas.
The property is owned by the University of Arkansas, and the museum is operated by the A&P Commission with two full-time and two part-time employees.

The Clinton House Museum and its collections interpret the lives of President Bill Clinton and Secretary of State Hillary Rodham Clinton during the time they lived in Fayetteville and occupied the home at 930 W. Clinton Drive. With its range of programs, exhibits and special events, the museum promotes the legacy of the Clintons’ commitment to public service and civic engagement for international, national and local visitors, as well as preserves the historic home and its role in Fayetteville, Arkansas, history.

Our museum is a presidential site that tells the story of a young, idealistic couple who married and launched their careers in Fayetteville. They represent the spirit of the American promise, that anyone from anywhere can make a positive impact on the world through public service. This story and the lives of the Clintons are meaningful because they demonstrate the American values of democracy, hard work and service to others. Through photographs, historical documents and videos, visitors learn about the modest beginnings of two of the world’s most influential figures and their role in Fayetteville history. The home also includes exhibits highlighting artifacts and memorabilia from the various political campaigns and lives of the Clintons, plus the First Ladies Garden, dedicated to Hillary Rodham Clinton, where a favorite flower or plant of each First Lady is represented.
BY THE NUMBERS

2019 ATTENDANCE: 5,000

18% FROM NORTHWEST ARKANSAS
8% FROM ELSEWHERE IN ARKANSAS
60% FROM THE UNITED STATES, OUTSIDE OF ARKANSAS
9% FROM OUTSIDE THE UNITED STATES
5% UNKNOWN
61% ARE ADULTS
14% ARE SENIORS
12% ARE STUDENTS AND CHILDREN
9% ARE SPECIAL EVENT OR VENUE RENTAL VISITORS

The Clinton House Museum interacted with approximately 1,500 students of all ages (including college), teachers and museum and hospitality industry professionals through numerous outreach events and community and conference presentations.

2019 EVENTS

• **History Happy Hour** – year-long series of six themed events in partnership with the Fayetteville Ale Trail

• **1968: A Folsom Redemption** – exhibit of 32 photographs featuring the story of Johnny Cash’s comeback concert at Folsom Prison

• **Atkinson Speaker Series** – hosted two programs, including “Rock-N-Roll Prison Reform: Johnny Cash at Folsom” and “Journalist in Concert: Gene Beley at Folsom Prison”

• **Day camp for children** of the Single Parent Scholarship Fund recipients’ children