

EXPERIENCE  
**FAY  
ETTE  
VILLE**  
ARKANSAS

# Meeting Planner Toolkit

WHERE MOUNTAINS AND  
MEETINGS MIX NATURALLY



Image Source: Buffalo Outdoor Center



 OR CLICK HERE

## Know More. Plan Better.

Good news travels fast—especially to our newsletter community. Scan to subscribe and stay in the loop with everything happening in Fayetteville.

THE FAYETTEVILLE PITCH

# Why Fayetteville? It's the Natural Choice.

In Fayetteville, meetings come with a little more breathing room. Tucked into the Ozark Mountains of Northwest Arkansas, this is **where mountains and meetings mix naturally**—where a walkable downtown, interconnected event infrastructure, and a mix of nature and culture create the perfect setting for ideas to spark and people to connect.



**2,400+**  
Hotel Rooms



**90,000+ Sq. Ft.**  
of Meeting Space



**2,500**  
Attendee Capacity



## THE SEC'S MOST UNEXPECTED MEETING DESTINATION

We are a Southeastern Conference (SEC) football town with a nationally acclaimed theatre. A place where a cycling trail is never far—and neither is a great meal. A place with stadium-size spirit and small-city hospitality. It's the kind of place where big ideas breathe easier, and good plans come together naturally.

We're the city that surprises people, then becomes a new favorite. It's all here in Fayetteville, and we'd love to host you.



# Your Budget Goes Further in Fayetteville

As global travel costs and inflation squeeze event budgets, Fayetteville offers a breath of fresh air. We offer the high-end culinary scene, boutique lodging, and world-class arts of a primary metro, but without the big-city tax. Here, your budget doesn't just cover the basics, but buys the premium experience your attendees deserve.

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## EASY ACCESS FOR REGIONAL GROUPS

Positioned as a central hub, Fayetteville is a scenic, cost-effective drive for regional delegates from Kansas City, Memphis, Little Rock, and Tulsa. By skipping the airport, your group arrives refreshed and on-site faster, maximizing both time and spend.

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## BUILT-IN ATMOSPHERE

Save on expensive decor by letting the city do the work. Our walkable "Meet Us on the Square" campus and Outdoor Refreshment Area (ORA) turn historic architecture and mountain views into your reception hall at no cost.

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## PLANNING SUPPORT

Consider our team an extension of yours. From RFP distribution to site visit coordination, Experience Fayetteville provides expert logistical support at zero cost to you, saving you immense sourcing time and labor.

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## OFF-PEAK ADVANTAGES

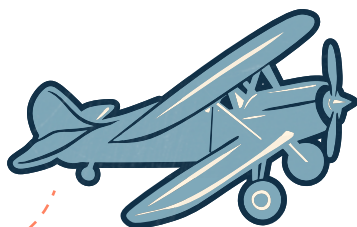
Flexibility pays off. By booking during our university "off-peak" windows—outside of SEC game days and graduations—you unlock the best rates and the most attentive service our local partners have to offer.



# Centrally Located. Perfectly Out There.

## FLYING HERE

Northwest Arkansas National Airport (XNA) is just 25 miles from Fayetteville, with nonstop flights from major hubs: Dallas–Fort Worth, Chicago, Denver, Atlanta, Houston, and Los Angeles.



# 50+

Flights Per Day

# 6

Major Airlines

# 27

Nonstop Destinations

# 25

Miles to Downtown  
Fayetteville

## DRIVING HERE

Fayetteville is at the crossroads of Arkansas, Missouri, Oklahoma, and Texas, making it an easy drive-in destination for regional meetings. The Ozark Mountains scenery on the way in is just a bonus.

ORIGIN CITY	DRIVE TIME
Fort Smith, AR	~1 hour
Branson, MO	~2 hours
Tulsa, OK	~2 hours
Springfield, MO	~2.5 hours
Little Rock, AR	~3 hours
Oklahoma City, OK	~3.5 hours
Kansas City, MO	~4 hours
Wichita, KS	~4.75 hours
Memphis, TN	~5 hours
Dallas, TX	~5.5 hours

**VENUE DIRECTORY**

# Find Your Space

Find the perfect square footage for your big ideas, from rooftop terraces and grand theaters to timeless ballrooms and one-of-a-kind spaces.



Fayetteville Town Center | [View Pg. 9](#)



TheatreSquared | [View Pg. 10](#)



Walton Arts Center | [View Pg. 11](#)



Graduate by Hilton Fayetteville | [View Pg. 12](#)



Fayetteville Public Library | [View Pg. 13](#)



Ozark Music Hall | [View Pg. 15](#)



George's Majestic Lounge | [View Pg. 16](#)



Mount Sequoyah | [View Pg. 17](#)



The Stonebreaker Hotel | [View Pg. 18](#)



The Moxy Fayetteville | [View Pg. 19](#)



VENUE DIRECTORY

# Flagship Venues



# Fayetteville Town Center

Fayetteville Town Center anchors meetings in the heart of downtown. Located on the historic Square, it offers flexible event space, modern technology, and a team ready to help bring your event to life.



Downtown Fayetteville



Mountain Views



1,500-Person Capacity



7 Event Spaces

## AMENITIES

- Covered parking with freight/loading access
- Dedicated loading dock and staging area
- Full commercial kitchen; outside caterers welcome
- Specialty cocktail and bar packages
- Mountain outdoor terrace
- Event support services (staffing, production, parking attendants)
- In-house A/V, equipment rentals, staging, and high-speed internet
- Tables and chairs included

## VENUE & CAPACITY CHART

ROOM NAME	VENUE TYPE	CEILING	SQ. FT.	T	R	BA	C	U	BO
Ozark Ballroom	Ballroom	21.5'	13,570	1,500	2,500	650	576	-	-
Ozark 1	Ballroom	21.5'	7,920	800	1,440	350	432	110	165
Ozark 2 & 3	Event Space	21.5'	5,720	540	935	320	324	175	175
Ozark 2	Event Space	21.5'	3,224	340	585	150	190	110	110
Ozark 3	Event Space	21.5'	1,440	150	250	80	65	50	50
Salon B	Breakout/Meeting	10'	800	100	100	70	50	26	30
Salon A	Breakout/Meeting	10'	640	70	80	50	35	20	20

T= Theater, R= Reception, Ba= Banquet, C= Classroom, U= U-Shape, Bo= Board

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# TheatreSquared

This architecturally award-winning space offers theatres with state-of-the-art acoustics and technology, a café and bar, and multi-floor terraces in one of Fayetteville’s most striking buildings.



West Avenue District



350-Person Capacity



6 Event Spaces

## AMENITIES

- Integrated A/V, lighting, and sound systems
- Professional on-site technical staff
- Dedicated event management support
- Dressing room access (West Theatre)

## VENUE & CAPACITY CHART

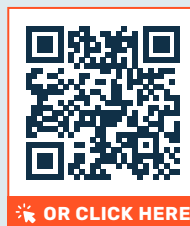
VENUE	VENUE TYPE	SQ. FT.	T	R	B (72')	B (6')
The West Theatre	Performance/Event Venue	N/A	275-350	N/A	280	N/A
The Spring Theatre	Performance/Event Venue	N/A	192	220	96	108
The Commons First Level	Reception/Gathering Space	N/A	200	350	120	110
The Commons Circle Level	Reception/Breakout	N/A	N/A	171	N/A	80
Commons Gallery Level/ Walker Rehearsal Room	Rehearsal/Event Space	N/A	209	220	96	108
The Community Room	Board/Meeting Room	N/A	44	49	N/A	32

T= Theater, R= Reception, B (72')= Banquet (72' Rounds), B (6')= Banquet (6' Tables)

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# Walton Arts Center

Nationally acclaimed and locally beloved, the Walton Arts Center offers atriums, grand theaters, gardens, and galleries for an inspiring setting and world-class production technology.



Dickson Street District



1,200-Person Capacity



8 Event Spaces

## AMENITIES

- Fully equipped technical venue
- Professional production staff
- Advanced rigging capabilities
- High-end, show-quality lighting

## VENUE & CAPACITY CHART

VENUE	VENUE TYPE	SQ. FT.	CAPACITY
Baum Walker Hall	Proscenium Theater	N/A	1,201
Studio Theater	Performance/Black Box	3,996	300
Starr Theater	Black Box Theater	2,750	250 (max)
Cynthia H. Coughlin Gallery/Main Lobby	Event/Reception Gallery	N/A	400
Bradberry Amphitheater/Rose Garden	Outdoor Event Space	N/A	200
McBride Studio	Meeting/Reception Space	N/A	100
Joy Pratt Markham Gallery	Exhibition/Gallery Space	N/A	N/A
Sudduth Garden Room	Reception/Event Space	N/A	N/A

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# Graduate by Hilton Fayetteville

A boutique hotel and meeting experience in one of Fayetteville’s tallest buildings, the Graduate brings Razorback-inspired décor and local character to every floor and function.



Downtown Fayetteville



City & Mountain Views



400-Person Capacity



10 Event Spaces



234 Rooms

## AMENITIES

- Pet-friendly accommodations
- Restaurant, rooftop bar, and catering
- Indoor/outdoor pool
- Fitness center
- Valet/self-parking and EV charging
- Concierge services

## VENUE & CAPACITY CHART

ROOM NAME	VENUE TYPE	SQ. FT.	T	R	B	C	CO
Brodie Payne Ballroom	Ballroom/Event Space	4,800	400	400	350	250	150
Brodie Payne (A, B, C, or D)	Breakout Space	1,200	80	100	50	40	40
Spooper’s Stone	Ballroom/Event Space	3,600	250	200	150	120	125
Trammel	Breakout/Meeting	1,392	100	80	70	40	40
Levon Helm	Ballroom/Meeting	1,200	60	50	40	25	25
Glenn Campbell	Event/Meeting	1,190	-	50	40	-	-
Al Green	Boardroom	486	20	25	18	15	15
Johnny Cash	Boardroom	486	20	25	18	15	15

T= Theater, R= Reception, B= Banquet, C= Classroom, Co= Conference

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# Fayetteville Public Library

Fayetteville Public Library features an expansive light-filled Event Center, teaching kitchen, and a limestone courtyard amphitheater, steps from the Downtown Square and endlessly versatile.



Downtown Square



Boston Mountain Views



1,300-Person Capacity



8 Event Spaces

## AMENITIES

- Tailored event packages
- On-site event prep, set-up, and AV support
- Theatrical lighting system and two catwalks
- Catering kitchen access
- Teaching kitchen and café
- Concert-quality sound system
- Professional video production capabilities
- Green room and dressing rooms
- Multi-day and after-hours pricing
- LEED-NC v2.2 Silver certified

## VENUE & CAPACITY CHART

VENUE	VENUE TYPE	SQ. FT.	CAPACITY
Event Center	Multi-Purpose/Performance	8,018	400-1,300
Walker Community Room	Lecture/Meeting	1,880	80-120
Walker Family Teaching Kitchen	Culinary/Instructional	1,482	20
Art & Movement Room	Studio/Wellness	1,690	30
Ziegler Reception Room	Reception/Breakout	936	38-70
First Security Bank Board Room	Board Room	537	20
Ann Henry Board Room	Board Room	429	20
J.B. & Johnelle Hunt Family Gathering Glade	Outdoor/Amphitheater	N/A	N/A

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VENUE DIRECTORY

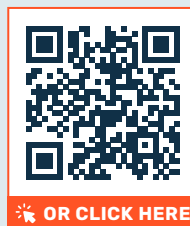
# Unique Spaces & Micro Events

Not every meeting belongs in a ballroom. Fayetteville's intimate and one-of-a-kind venues are purpose-built for outside-the-box and small-group experiences.



# Ozark Music Hall

Ozark Music Hall sets the stage for everything from corporate events to private concerts and large-scale receptions, backed by full-service production and a team that handles every detail.



Central Fayetteville



2,000-Person Capacity



Indoor Music Venue

## AMENITIES

- State-of-the-art sound and lighting systems
- Full-service event production and coordination
- Custom catering options
- Dedicated on-site event team
- Flexible open layout for multiple event types
- ADA accessible

## VENUE & CAPACITY CHART

VENUE	VENUE TYPE	CAPACITY
Main Hall (Full Buyout)	Concert/Large Event	2,000
Main Floor (Seated)	Banquet/Reception	300-500

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# George's Majestic Lounge

As the oldest and longest-running live music venue in Arkansas, George's offers an iconic backdrop steeped in history. From the garden bar to the famous stage, it's a legendary Fayetteville experience.



Dickson Street District



1,000-Person Capacity



Indoor Music Venue

## AMENITIES

- Two full-service bars
- Two stages with in-house sound and lighting
- Turnkey event planning and coordination
- Entertainment booking assistance
- Private dressing room suite
- Tables and chairs
- Staffing, security, and post-event clean-up
- Custom marquee messaging
- 21 on-site parking spaces
- Fully ADA accessible

## VENUE & CAPACITY CHART

VENUE	VENUE TYPE	CAPACITY
Garden Stage	Concert/Large Event	700
Lounge	Concert/Event	300

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# Mount Sequoyah

With scenic overlooks, flexible indoor and outdoor spaces, and on-site lodging, this hilltop retreat is designed for a little fresh perspective—and according to some, the city’s best sunset views.



5 Minutes From Downtown



City & Mountain Views



300-Person Capacity



9 Event Spaces

## AMENITIES

- On-site lodging for retreats and overnight groups
- Tables and chairs
- Wi-Fi and basic AV
- Scenic overlooks
- Outdoor gathering areas

## VENUE & CAPACITY CHART

VENUE	VENUE TYPE	CAPACITY
Clapp Auditorium	Historic Theater	300
Vesper Point	Outdoor Ceremony Space	300
The Bailey Center	Gala/Large Event	240
Summit Hall	Versatile Gathering	160
Millar Lodge	Historic/Elegant	144
The Overlook	Outdoor Event Deck	100
Parker Hall (Great Room)	Historic Dorm/Meeting	100
Sequoyah Hall Gallery	Art Gallery/Studio	48
Young Lodge	Boardroom/Lodging	20

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# The Stonebreaker Hotel

The Stonebreaker’s boutique hotel atmosphere is home to inviting spaces, including a rustic-modern barn and an open-air, pre-function area for cocktails, networking, and mingling.



The Hill



City & Mountain Views



500-Person Capacity



7 Event Spaces



78 Rooms

## AMENITIES

- Pet-friendly accommodations
- Dedicated on-site event planner
- Exclusive group rates
- On-site fresh, seasonal catering
- ADA facilities
- Complimentary private menu tastings
- On-site restaurant and bar
- Private dining spaces
- Fitness center and pool
- Trail access nearby

## VENUE & CAPACITY CHART

VENUE	VENUE TYPE	SQ. FT.	T	B	R
The Barn	Event Barn/Rustic Gathering	5,138	250	250	300
Screened-In Porch	Outdoor/Breakout	768	50	40	49
The Meadow	Outdoor Event Space	500	500	500	500
The Restaurant	Dining/Event	1,393	N/A	77	77
Parlor	Creative Studio/Workshop	371	35	25	40
Hidden Lounge	VIP Lounge/Breakout	270	12	12	25
Private Dining Room	Executive Retreat	268	10	10	25

T= Theater, B= Banquet, R= Reception

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# Moxy Fayetteville

Bold, design-forward spaces, a lively bar, and flexible indoor-outdoor event space give the Moxy a distinctly social energy, ideal for groups seeking a laid-back atmosphere.



South Yard



City & Mountain Views



60-Person Capacity



3 Event Spaces



131 Rooms

## AMENITIES

- Pet-friendly accommodations
- On-site restaurant and bar
- Business center services
- Fitness center
- Valet parking

## VENUE & CAPACITY CHART

VENUE	VENUE TYPE	SQ. FT.	C	R
South Yard	Social Courtyard/Event	2,500	50	60
Old Main Boardroom	Boardroom	218.4	8	-
Dickson Boardroom	Boardroom	162	8	-

C= Conference, R= Reception

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# Lower and Upper Ramble

The Lower and Upper Ramble offer flexible, open-air settings for gatherings. The Lower Ramble lends itself to more intimate, ground-level experiences with shaded areas and close-to-nature surroundings, while the Upper Ramble features elevated walkways and scenic overlooks suited for larger groups. Both are located within a connected, design-forward outdoor corridor in the heart of downtown.



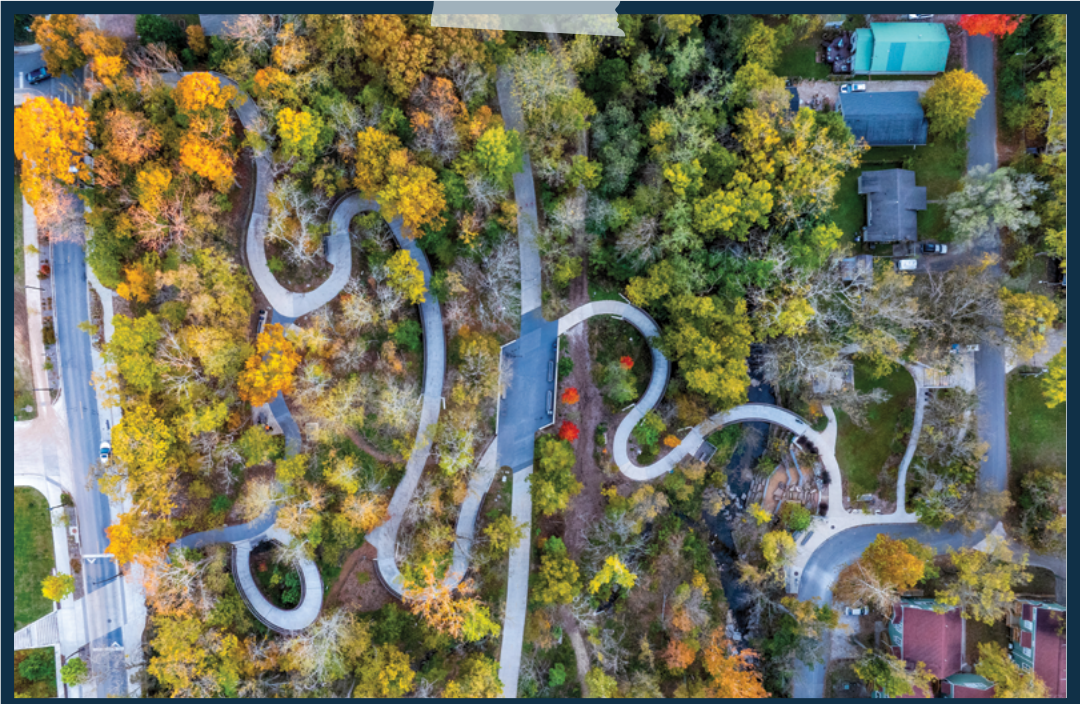
Downtown Fayetteville



Mountain Views

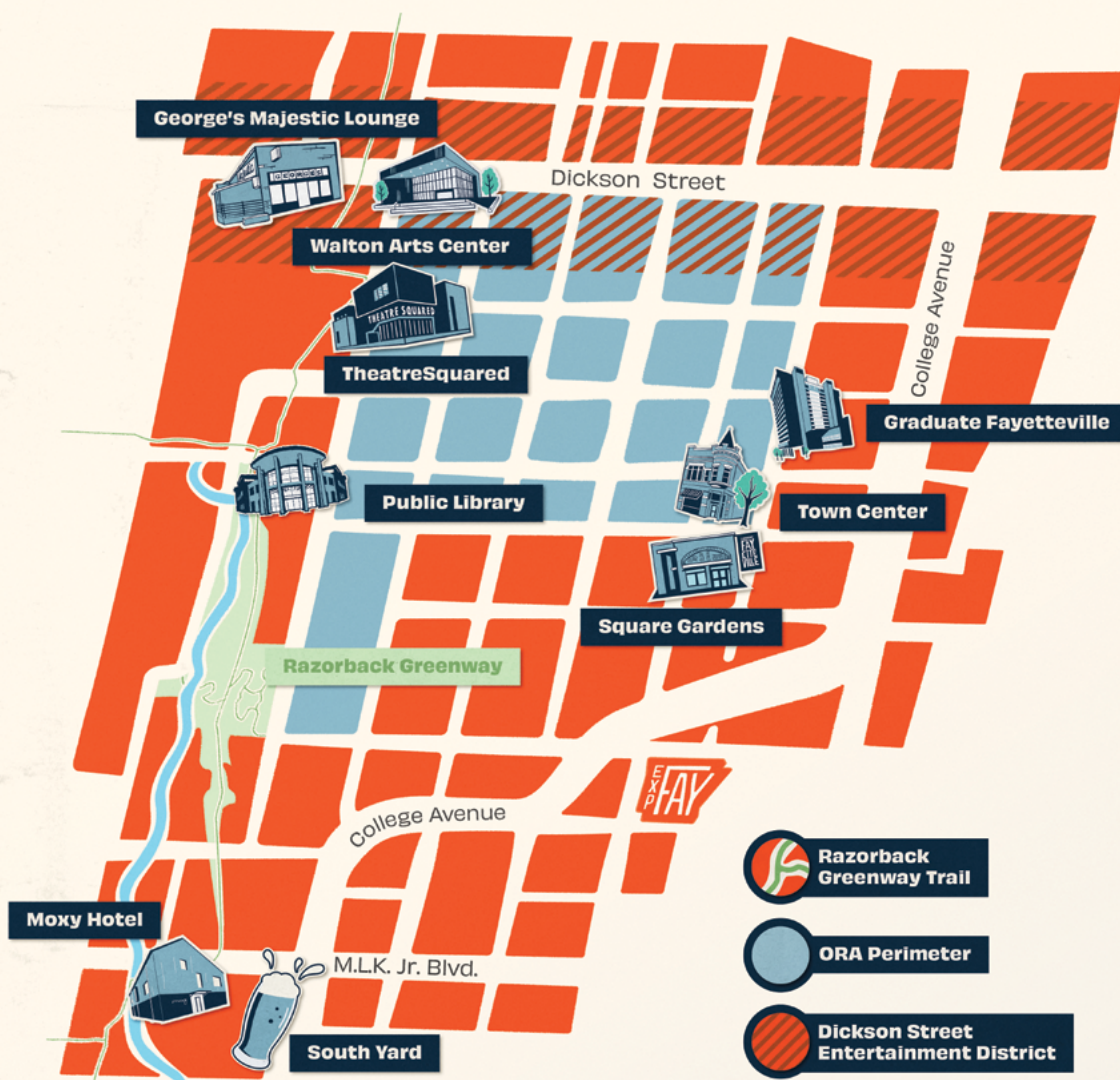
## AMENITIES

- ADA-accessible walking paths and elevated walkways
- Benches and gathering areas
- Interpretive signage
- Bike racks
- Certified Silver by the Sustainability SITES Initiative



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# The Lay of the Land



## Campus-Style Events

In Fayetteville, the city is the venue. Our “Meet Us on the Square” model keeps your group energized and connected on a walkable downtown campus—where the venue, the hotel, the dinner reservation, and the after-hours plans are all within a 10-minute walk.

# Go Big. Razorback Big.

It's true, we're a college town through and through. The University of Arkansas has called Fayetteville home since 1871, and its presence is impossible to miss. With 34,000 students and a nationally ranked business school, it keeps the city buzzing with ideas and ambition.

When the downtown footprint isn't enough, the University of Arkansas is here to scale your program to dimensions most cities simply can't offer.

1. The 72,000-seat Donald W. Reynolds Razorback Stadium, one of the largest in the country, is available for major events and activations.
2. The Touchdown Club: a premium 300-person event space inside the stadium bowl itself, ideal for VIP receptions and private dining with field views.
3. Campus outdoor spaces and ceremonial venues are available for large receptions and activations.
4. A built-in atmosphere unlike anything a convention center can replicate, especially on game day.

Ask us about incorporating a Razorbacks game day into your program. There's nothing quite like it.



SCAN HERE TO EXPLORE  
U of A's world-class facilities.

OR CLICK HERE



SCAN HERE TO EXPLORE  
Arkansas Union event services.



OR CLICK HERE

ACCOMMODATIONS

# Our Great Indoors

# Hotel Directory

Stay close, settle in, and make yourself at home. From boutique to beloved brands, discover 25+ places to wake up on the right side of the bed.



HOTEL								
	Rooms	Meeting Spaces	Pet-Friendly	Restaurant	Free Breakfast	Bar	Pool	Bicycle Friendly
avid hotel Fayetteville West	82					✓		
Baymont by Wyndham Fayetteville	60	✓	✓			✓		✓
Best Western Windsor Suites	68	✓	✓			✓		✓
Candlewood Suites Fayetteville	78		✓					
Chief Motel	31							
Comfort Inn & Suites Fayetteville	65	✓	✓			✓		✓
Courtyard Fayetteville	110	✓	✓	✓			✓	✓
Days Inn by Wyndham Fayetteville	60		✓			✓		✓
Dickson Street Inn	10	✓	✓				✓	
Fairfield Inn & Suites Fayetteville	94	✓	✓			✓		✓
Graduate by Hilton Fayetteville	234	✓	✓	✓			✓	✓
Hampton Inn Fayetteville	95	✓	✓			✓		✓
Hilton Garden Inn Fayetteville	115	✓	✓	✓			✓	✓
Holiday Inn Express & Suites Fayetteville	109	✓	✓			✓		
Homewood Suites by Hilton Fayetteville	96	✓	✓			✓		✓
Hyatt Place Fayetteville/Springdale	107	✓	✓			✓	✓	✓
Inn at Carnall Hall	49	✓		✓			✓	
La Quinta Inn & Suites by Wyndham	58		✓			✓		✓
Moxy Fayetteville	131	✓	✓	✓			✓	✓
Regency 7 Inn	32		✓					
Sleep Inn Fayetteville North	61		✓			✓		✓
Staybridge Suites Fayetteville	109	✓	✓			✓		✓
Stay Inn Style Bed & Breakfast	-					✓		
Super 8 by Wyndham Fayetteville	83		✓			✓		
The Stonebreaker Hotel	78	✓	✓	✓			✓	✓
Mount Sequoyah Center	-	✓	✓	✓				✓

OFF-SITE ADVENTURES & TEAM-BUILDING

# Go Ahead, Get Lost

# Brain Breaks & Nature Resets

A good itinerary knows when to get outside. Fayetteville is productive by nature, with 120+ miles of trails and fresh air to cure the afternoon slump.

## SPIN YOUR WHEELS

Cycling is one of the best ways to experience everything the Ozarks are known for, and Fayetteville is the first city in the U.S. to receive the Bike City designation from the Union Cycliste Internationale (UCI). Rent bicycles at one of our many local shops and pedal the Razorback Greenway or loop Lake Fayetteville with your team.

## A BREATH OF FRESH AIR

One of the most popular things to do in Fayetteville is simply to enjoy the outdoors, and for good reason. The city and surrounding Northwest Arkansas region offer a wide range of hiking trails, disc golf courses, fishing spots, botanical gardens, and agrotourism experiences. Downtown, the award-winning, open-air Fayetteville Farmers Market is a perennial favorite.



*Fayetteville is the only city in the entire United States with an **official UCI Bike City Label** designation, a world-class badge of honor we share with cities like Paris, Copenhagen, and Tokyo.*



# Seriously Good Food. Seriously.

With hundreds of restaurants and a thriving craft beer scene, Fayetteville gives attendees plenty of reasons to make a night of it.

## 370+ REASONS TO STAY FOR DINNER

Find a menu for every F&B moment on your program: group dinners, working lunches, private receptions, and coffee breaks included. Expect a melting pot of local, international, and fusion flavors, anchored by a farm-to-table culture that sources fresh from Northwest Arkansas's backyard.

## SIP. STROLL. SOCIALIZE.

Fayetteville's Outdoor Refreshment Area (ORA) allows groups to sip and stroll through the downtown historic district with a drink in hand. Grab a beverage from any participating business and explore the murals, architecture, and green space at your fingertips.

## PREFER HOPS?

Hit a stop on the Fayetteville Ale Trail. Fayetteville is the birthplace of craft beer culture in Northwest Arkansas, and with nine local breweries and counting, there's always something new on tap.



SCAN TO EXPLORE  
the Ale Trail.

OR CLICK HERE



# Arts & Culture

Arkansas earned its nickname, the Natural State, honestly. But what surprises most first-time visitors is the city's creative soul.

## STAGES, SOUNDS & SPECTACLES

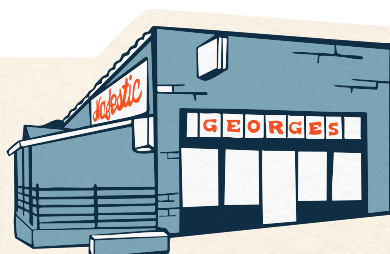
You'll find Broadway-caliber theater at the Walton Arts Center, the award-winning TheatreSquared, and long-loved live venues all around town. Whether it's a national act at the legendary George's Majestic Lounge or a show at Ozark Music Hall, our music scene is homegrown and historic.

## A WALKABLE GALLERY

Fayetteville is best experienced at a walking pace, turning downtown into a vibrant open-air gallery. Colorful murals and public art installations appear throughout the district, making it easy to curate a self-guided art walk or gallery hop.



Dickson Street is home to George's Majestic Lounge, **the oldest and longest-running live music venue in Arkansas**. Since 1927, its stage has hosted everyone from local legends to Grammy winners.



# Group Tours Curated by Experience Fayetteville

Our curated tours are designed to get your team out of the conference room and into the best of Fayetteville, all while taking the planning burden off your team. Here's a quick look at what's possible.

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## ARTFULLY YOURS

A self-guided or expert-guided tour through Fayetteville's thriving arts scene, from the downtown mural district and local galleries to a visit to the acclaimed Crystal Bridges Museum of American Art.

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## HISTORY & HOPS

A guided historical tour through Fayetteville's storied past, featuring interactive historical characters, a stop at the 1853 Greek revival Washington County Historical Society mansion, and a visit to the Shiloh Museum.

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## JOURNEY ACROSS MODES

Trains, Planes, and Automobiles: Board the historic Arkansas Missouri Railroad for a scenic ride to the Arkansas Air & Military Museum (including a look at Walmart founder Sam Walton's first plane), before returning through the Winslow Tunnel for a mid-morning snack in vintage rail cars.

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## FAYETTEVILLE'S FACT OR FABLE TOUR

A quirky, customized one- to two-hour guided tour of Fayetteville's most surprising stories, complete with custom gameboards and prizes for the most correct answers.

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## RETAIL RAZZ-A-TAZZ

A curated shop-and-dine experience through Fayetteville's downtown boutique district, featuring locally owned stores, a custom wine label session at Urban Cellar, and a group dinner reservation to cap the evening.

# Mark Your Calendar

Big plans fit right in here. Fayetteville’s year-round calendar of festivals, cultural celebrations, and community traditions add a little extra to the agenda.

EVENT	TIMING
Mardi Gras Parade of Fools	February
Arkansas Pottery Festival	May
Fayetteville Strawberry Festival	May
Artosphere	May/June
NWA Pride	June
Firefly Fling	July
Fayetteville Restaurant Week	July
Falltoberfest	October
Lights of the Ozarks	Mid-November to December



**SCAN TO EXPLORE OUR FULL EVENTS CALENDAR**

Find the perfect time to bring your group to Fayetteville.

**OR CLICK HERE**



**DMO SERVICES & SUPPORT**

# Your Local Planning Partner

**UPDATES TO YOUR INBOX**

Stay ahead of every detail. Scan to sign up for planner-exclusive updates, insider tips, and the latest on everything our destination has to offer.



# DMO Services & Support

Think of Experience Fayetteville as an extension of your planning team. From your first inquiry through the final farewell, our staff helps simplify logistics, connect you with trusted local partners, and make the planning process as smooth as possible.

## RFP DISTRIBUTION

Save time with a single point of contact. Our team can distribute your request for proposal to venues and hotels across Fayetteville, helping identify options that align with your group's size, timeline, and event needs.

### READY TO GET STARTED?

Scan to submit your RFP, and we'll take it from there.



[OR CLICK HERE](#)

## VENUE SITE VISITS

Seeing the city in person makes planning easier. Experience Fayetteville can help coordinate guided site visits and introductions to key venue partners, giving you a firsthand look at the "Meet Us on the Square" ecosystem and other local event spaces.

## LOCAL PARTNER CONNECTIONS

Every successful event relies on the right local partners. Our team can connect you with trusted vendors (from caterers and florists to production teams and specialty services) who know Fayetteville's venues and event landscape inside and out.

## WELCOME SERVICES

A warm welcome goes a long way. Experience Fayetteville can assist with attendee materials, visitor information, and other touches that help guests feel connected to the city from the moment they arrive.

# Sustainable Meetings

In 2024, Fayetteville adopted a comprehensive Climate Action Plan that has received national recognition for integrating nature-based solutions, such as protecting forests and wetlands, to strengthen resilience. Fayetteville is also the first municipality in Arkansas to achieve LEED for Cities Gold certification, and we're committed to helping you host gatherings that minimize our collective footprint.

## 20.9%

20.9% of city-owned land is classified as green infrastructure

## 27%

27% of Fayetteville's electricity comes from clean energy sources

## 72%

Achieved 72% clean energy for city government operations

## GOLD

Gold Designation for National SolSmart Program

## A-LIST

Recognized on CDP Worldwide's A List as a Global Environmental Leader



## WORLD-CLASS SUSTAINABLE VENUES

Choose from venues that set the standard for green architecture.

### **Fayetteville Public Library:**

A LEED-certified facility that features solar energy generation, a living green roof, and native landscaping offering a stunning, eco-conscious backdrop for your next event.

### **Fayetteville Town Center:**

As the premier eco-conscious venue in Northwest Arkansas, Fayetteville Town Center is committed to zero-waste event solutions. All facility rentals include a required partnership with Food Loops, a local sustainability leader. This integration ensures that 100% of food and beverage items are responsibly recycled or composted, making your event as green as it is memorable.

## CLIMATE GOALS

Our city is actively working toward net-zero carbon emissions by 2050. When you host here, you are partnering with a destination that prioritizes clean energy, waste diversion, and the protection of our biodiversity.

## IMPACT REDUCTION

We work with you to implement practical strategies (including digital-first materials, farm-to-table local catering, and active transportation options) to keep your gathering lean, green, and memorable.

*Fayetteville is the **first city in Arkansas** to earn the LEED Gold certification.*



## DMO SERVICES & SUPPORT

# Planning Tools & Logistics

To help events run smoothly, organizers should be aware of the following city processes and requirements. From seasonal considerations to special event permits, the Experience Fayetteville team can assist planners with local logistics, transportation coordination, and permitting guidance to ensure every event runs smoothly.

# Weather & Seasonal Planning

Northwest Arkansas experiences four distinct seasons, offering flexibility for both indoor and outdoor events throughout the year.



## SPRING (MARCH–MAY)

Trade the boardroom for the bloom in peak hiking and “al fresco” agenda season. Spring is one of the region’s most popular seasons for events, with mild temperatures and vibrant natural scenery. Average daytime temperatures range from 60–75°F.



## FALL (SEPTEMBER–NOVEMBER)

Gold-standard foliage meets game-day spirit in Fayetteville’s most picture-perfect time of year. Fall offers comfortable temperatures and colorful Ozark foliage, making it a prime season for conferences and outdoor gatherings. Average temperatures range from 60–80°F.



## SUMMER (JUNE–AUGUST)

Long, sun-drenched days built for open-air breakouts and patio sunsets. Summers are warm and humid, with average highs in the upper 80s to low 90s°F. Indoor venues and evening outdoor receptions are especially popular during this time.



## WINTER (DECEMBER–FEBRUARY)

Enjoy crisp air and “Lights of the Ozarks” on the Square during the ultimate season for cozy gatherings. Winters are generally mild compared to much of the Midwest, with average highs in the 40s–50s°F. Snowfall is occasional but typically light.

*This isn't your typical southern climate. Fayetteville's Ozark elevation brings crisp air and **four beautifully distinct seasons.***



# Special Event Permits

Events taking place on city property or requiring city services (including police assistance, street closures, or use of city parking) must submit a City of Fayetteville Special Event Permit Application in advance.

## STREET CLOSURES

If your event requires temporary street closures, the request is handled through the city's event permit process and coordinated with local authorities to ensure proper traffic management.

## NOISE ORDINANCES

Fayetteville maintains noise regulations to protect residents and businesses. Between 1:00 a.m. and 8:00 a.m., noise that can be heard from more than 150 feet away may violate the city's ordinance, and events that anticipate higher sound levels may require a noise ordinance variance as part of the event permitting process.

## TENT & TEMPORARY STRUCTURE PERMITS

Permits may be required for tents, canopies, or temporary structures depending on size and placement.

### Structures typically require approval if they exceed:

- 400 sq. ft. with sidewalls
- 700 sq. ft. without sidewalls
- or 400 sq. ft. when located within 20 feet of a building

## ALCOHOL SERVICE ON CITY PROPERTY

Events wishing to serve or sell alcohol on city-owned property must request approval through the special event permit process and comply with local licensing requirements.




**SCAN HERE  
TO GET STARTED**

on your paperwork for  
the city's permit portal.



## DMO SERVICES & SUPPORT

# Event Timelines & Checklist

Items marked  are milestones where the Experience Fayetteville team can act as your “right hand,” providing local expertise and connections.

## 6-12 MONTHS OUT

Establish meeting objectives, agenda structure, and target budget.

- ☞ Contact Experience Fayetteville to source availability across the city's hotels and venues.

- ☞ Confirm your primary venue and place tentative holds on lodging blocks.

Cross-reference your dates with the University of Arkansas home game schedule and major regional festivals.

## 3-6 MONTHS OUT

- ☞ Finalize contracts for A/V, catering, and decorators.

- ☞ Select group experiences like an Ozark cycling tour or a private tasting on the Ale Trail.

Communicate flight options for Northwest Arkansas National Airport (XNA) to your attendees.

- ☞ Identify if your event will require street closures, park permits, or noise ordinance variances.

## 45-60 DAYS OUT

- ☞ Submit your City Event Permit Application if requesting street or city parking lot closures for more than 8 hours (45-day lead time required).

Review room assignments and provide preliminary floor plans to the venue for fire code approval.

Confirm event security, usher requirements, and emergency medical service needs.

## 21-30 DAYS OUT

Submit your City Event Permit Application for street closures under 8 hours or events on city property (21-day lead time required).

Submit temporary food service permit applications to the Arkansas Department of Health if utilizing outside vendors or food trucks.

- ☞ Coordinate with EF for your event welcome table to include local maps and guides for attendees.

## 2 WEEKS OUT

Conduct a final review of IT, power, and specialized needs

Submit final attendance numbers to your venue and catering team.

Ensure any required public notice signs for street closures are posted 24-48 hours in advance per city code.

## 5 BUSINESS DAYS OUT

Submit signed event plans and final BEO (Banquet Event Order) guarantees.

Confirm arrival times and transportation for keynote speakers and VIPs.

Conduct a final briefing with your local Event Manager to review the "Run of Show."

# Vendor & Supplier Directory

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## AUDIOVISUAL & EVENT TECHNOLOGY

- Elite Audio Visual
- avad3 Event Production
- J&S Audio Visual
- Complete Audio Visual
- Dancehance Entertainment

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## CATERING

- The Event Group
- Catering Unlimited
- Ozark Catering Company
- Early Bird Catering
- Fire & Lighting Catering

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## ENTERTAINERS, MUSIC & SPEAKERS

- George's Majestic Lounge
- Smoothman Productions
- Travis Smith Productions
- Local Talent & Speaker Sources  
*via Experience Fayetteville referral*

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## PRINTING, PUBLISHING & DESIGN SERVICES

- UA Print Services
- Arcom Printing
- FedEx Office  
*Downtown/Campus*

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## **PHOTOGRAPHY & VIDEOGRAPHY**

- Travis Smith | Travis Smith Productions  
*Photo & Video*
- Travis Kersh | Crafty Lab Films  
*Photo & Film*
- Jacob Northrop | JakeyFilms  
*Photo & Video*

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## **CONVENTION, TRADESHOW & DÉCOR SUPPLIERS**

- Eventures Party Rentals
- Intents Party Rentals
- The Perfect Date NWA
- Pigmint  
*Floral & Décor*

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## **TRANSPORTATION & CHARTERS**

- Pinnacle Car Service
- Village Transportation
- Soul Compass  
*Small Group Charters*
- Razorback Transit  
*Specialized Group Shuttles*
- Ozark Regional Transit
- Local Rideshare/Taxi Services

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## **UNIVERSITIES WITH MEETING & CONVENTION FACILITIES**

- University of Arkansas  
*Arkansas Union & Event Services*

APPENDICES | APPENDIX 1.2

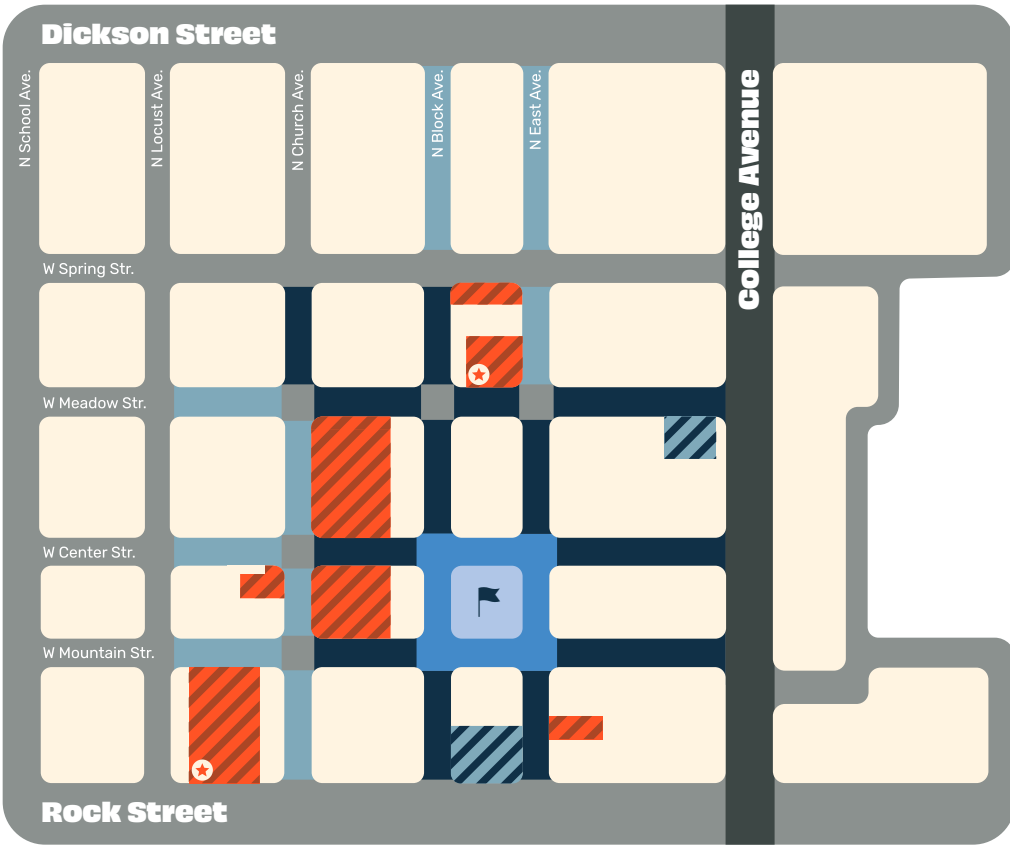
# Parking & Transportation Logistics

Fayetteville is designed for easy movement, whether your attendees are arriving by car or utilizing our city-wide transit network. We provide the tools to ensure your group spends less time worrying about logistics and more time focused on your agenda.



# Parking Map & Facilities

We offer a comprehensive guide to downtown Fayetteville’s parking ecosystem, which includes over 2,000 public off-street spaces and hundreds of on-street options.



## Surface Parking Lots

**Public Parking & Permits**  
**340 spaces | No time limits**  
 Permits = \$30/month  
 Parking Rates = \$0.25/hr  
 Pay with coin, card, NFC, or mobile app

★ **3-Minute Walk to the Square**  
 Open to the Public on Weekends  
**211 W Mountain St Parking Lot**  
**100 spaces | Time limits apply**  
 Free parking limited to:  
 Friday, after 4:30 p.m.  
 Saturday, all day  
 Sunday, after 5 p.m.

**42 W Meadow St Parking Lot**  
**53 spaces | Time limits apply**  
 Free parking limited to:  
 Friday, after 4:30 p.m.  
 Saturday, all day  
 Sunday, 11:30 a.m.

## Parking on the Square

**Public Parking on the Square**  
**77 spaces | Time limits apply**  
 Free parking intended for customers  
 Limited to: No more than 2 hours  
 in a 4-hour period  
 📍 Downtown Square

## Parking Decks

**Town Center Parking Deck**  
**100 spaces | No time limits**  
 Parking Deck, Covered  
 Permits = \$50/month  
 Parking Rates = \$4/per entry

**Meadow St Parking Deck**  
**264 spaces | No time limits**  
 Public Gated Parking Deck,  
 Partially Covered  
 Access to 2nd Floor = \$120/quarter  
 1st Floor, Covered = \$4/entry  
 3rd Floor = \$3/entry

## On-Street Meters

**Public Parking | 280 spaces**  
 Pay with coin, card, NFC, or mobile app

2-hour meters near the Square  
 \$0.50/hr | Time limits apply

Long-term meters  
 \$0.50/hr | No time limits

**Parking in the Downtown Square is enforced:  
 8 a.m. – 6 p.m., Mon-Fri.**

*Parking deck enforcement times vary.*

<https://fayetteville-ar.gov/parking>

# Key Facilities

The Fayetteville Town Center Parking Deck and the Meadow Street Parking Garage serve as the primary anchors for the Historic Square. These facilities offer a mix of hourly rates (typically \$0.25/hr for street spaces) and flat-rate event entries (typically \$4.00/entry).

## DIGITAL PAYMENTS

Most city-managed lots and decks utilize the ParkMobile app, allowing your attendees to pay for and extend their parking sessions directly from their smartphones.

## STREET PARKING

Many on-street spaces in the downtown business district are free on weekends (typically from Friday evening through Sunday), providing a budget-friendly option for your guests.

# Transit Support

Fayetteville is a leader in accessible public transit, offering several options for groups to move efficiently through the city and the broader NWA region.

## FARE-FREE FIXED ROUTE

Both Ozark Regional Transit (ORT) and Razorback Transit operate extensive fixed-route networks that are currently fare-free and open to the public. This allows your attendees to move between the University campus and the downtown district at no cost.

## ON-DEMAND TRANSIT

For point-to-point service, Fayetteville utilizes an app-based On-Demand Transit program. For a small flat fee (typically \$1.25/ride), attendees can book curb-to-curb rides within defined city zones.

## SHUTTLE COORDINATION

Experience Fayetteville can assist your group in coordinating dedicated shuttle logistics for larger events or arranging for bulk passes for specialized transit needs. Whether you need a transfer from XNA Airport or a recurring loop between hotels and venues, we can connect you with the right local providers.





**MEET YOU IN FAYETTEVILLE.**