



Rogers Advertising and Promotion Commission

March Agenda Wednesday, March 13, 2024 10am Rogers City Hall Community Room

- | | |
|---|-------------------------|
| 1. Welcome | Hayes |
| 2. Public Comment | Hayes |
| 3. Oath of Office for Commissioner Hamm | Hayes |
| 4. Action on February 2024 Minutes | Hayes |
| 5. Financial Report | Pomrenke |
| 5. Director's Report | Staff |
| 6. Funding Requests | Staff |
|
Petroleum Accountants Society
2025 COPAS National Conference |
\$10 per room night |
|
The Poultry Federation
2024 Poultry Festival |
\$25,000 |
|
TRS Healthcare
2024 Spring Retreat |
\$10 per room night |
|
Christian Witness Center
2024 Winter Retreat |
\$20,000 |
|
Arkansas Association of Alternative Educators
2024 Annual Conference |
\$10 per room night |
| 7. Old Business | Hayes |
| 8. New Business | Hayes |
| 9. Adjourn | Hayes |

April Meeting

**Next scheduled meeting is at 10 am April 10th, 2024
Rogers Lowell Chamber**

<https://us02web.zoom.us/j/88551226283>



**Rogers Advertising and Promotions Commission
February Meeting Minutes
Wednesday February 14, 2024**

1. Attendance:

Commissioners Present:	Barney Hayes, Marge Wolf, Andrew Branch, Laura Orr, Kraig Pomrenke, Kasey Bare
Commissioners Absent:	None
Staff Present:	J.R. Shaw, Luke Wiggins, Dane Clark, Raymond Burns, Samantha Rojas
Staff Absent:	None
Guests:	None

2. Meeting Called to order: Hayes

3. Public Comment: None

4. Action on January 2024 minutes

- a. Motion to accept by Branch. Second by Wolf. Motion approved unanimously.

5. Financial Report

- a. Shaw and Pomrenke reported on the January financials.
 - i. Motion to accept by Wolf. Second by Branch. Motion approved unanimously.

6. Director's Report

- a. Shaw reported on the 2023 sales goals, reviewed the dashboard, hotel tax revenue, the marketing report, web traffic, and what Destination Rogers is currently doing to further sell Rogers.
- b. Wiggins discussed his role and upcoming business.
- c. Clark discussed his role and how he is supporting Destination Rogers.
- d. Rojas introduced herself to the group and discussed her role.

7. CEF Funding

- a. Alpha Delta Kappa – South Central Regional Conference--\$7,500
 - i. Shaw presented information and gave history.
 - ii. Pomrenke abstained.
 - iii. Branch motioned funding of \$10 per actualized room night in Rogers. Second by Wolf. Motion approved unanimously.
- b. NWA Sports – 2024 USSSA Baseball and Fastpitch Tournaments--\$17,000
 - i. Shaw presented information and gave history.
 - ii. Wolf motioned funding of \$5,000. Second by Pomrenke. Motion approved unanimously.
- c. Trendsetters Foundation – Unity Conference--\$15 per room night
 - i. Shaw presented information and gave history.
 - ii. Pomrenke abstained.
 - iii. Branch motioned funding of \$1,000. Second by Wolf. Motion approved unanimously.



8. Old Business

- a. None

9. New Business

- a. Shaw recommended Dede Hamm for the vacant at large position on the commission.
 - i. Wolf motioned to take this recommendation to the council for the mayor to vote on. Second by Pomrenke. Motion approved unanimously.

10. Adjourn

Next meeting is March 13th, 2024, at 10am. Hayes adjourned meeting.

Respectfully Submitted,

Dane Clark



Rogers Advertising and Promotion Commission

Financial Statements

(UNAUDITED)

02/29/2024

Rogers Advertising and Promotion Commission

Statement of Financial Position

February 29, 2024

ASSETS

CURRENT ASSETS

Cash and Cash Equivalents

Checking Account	727,297
------------------	---------

Accounts Receivable	86
---------------------	----

Undeposited Funds	-
-------------------	---

Reserve	1,054,032
---------	-----------

<i>Total Cash and Cash Equivalents</i>	1,781,415
--	-----------

Total Current Assets	1,781,415
-----------------------------	------------------

LIABILITIES AND FUND BALANCES

CURRENT LIABILITIES

Accounts Payable	1,208
------------------	-------

<i>Total Current Liabilities</i>	
----------------------------------	--

FUND BALANCES

Opening Balance Equity	632,913
------------------------	---------

Retained earnings	1,252,604
-------------------	-----------

Current Net Income (Loss)	(105,310)
---------------------------	-----------

<i>Total Fund Balances</i>	1,780,207
----------------------------	-----------

Total Liabilities and Fund Balances	1,781,415
--	------------------



About

Our Mission:

Visit Rogers increases opportunities by promoting the destination, developing the Rogers brand, and supporting the entire Rogers community.

Our Vision:

Rogers benefits from increased awareness and investment as a world class destination. Visit Rogers consistently strives to provide destination leadership excellence to our customers and community.

As a Destination Marketing Organization (DMO) we are the tourism gateway for Rogers, Arkansas. We play a key role in attracting leisure visitors, groups, conferences, conventions, business travelers, clubs, teams, event planners, and more.



The Rogers Advertising and Promotion Commission is a political subdivision of the City of Rogers, Arkansas, established by Ordinance Number 99-61 and modified by Ordinance Number 17-45 of the City for the purpose of promoting and advertising the City and its environs.

Rogers Advertising and Promotion Commission

Notes to Financial Statements

February 29, 2024

SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

These financial statements are presented in accordance with the regulatory basis of presentation as prescribed by Arkansas state law. The Rogers Advertising and Promotion Commission (A&P) maintains its records on a modified accrual basis of accounting. The regulatory basis of presentation and the modified accrual basis of accounting differ from accounting principles generally accepted in the United States of America.

Basis of Accounting

The financial statements are prepared on the modified cash basis of accounting. As such, revenues are recognized when the underlying exchange takes place and in the accounting period in which the revenue is both measurable and available to finance expenditures of the fiscal period, which means the amount of the transaction can be determined and collectible within the current period. The A&P considers all tax revenues measurable and available when collected and exchange revenue when the transaction occurs. Expenditures are recorded when the related liability is incurred.

Regulatory Accounting

The Arkansas Legislature enacted a law in 2005 that requires municipalities to present their financial statements in a prescribed format and also restricts the basis of accounting for this format to one of three methods. The A&P's governing body, however, can adopt a resolution annually to adopt Governmental Accounting Standards Board (GASB) Statement No. 34, Basic Financial Statements - and Management's Discussion and Analysis - for State and Local Governments (GASB No. 34) as their reporting model in lieu of reporting on this regulatory basis established by Arkansas Code 10-4-412. The Board of Commissioners did not adopt such a resolution for 2022 or 2021.

The regulatory presentation is on a fund basis with no distinction being made as to the type of funds (Proprietary, Governmental, etc.) being presented. The required financial statements consist of a balance sheet (or statement of assets, liabilities, and fund balance), statement of revenues, expenditures, and changes in fund balance, and a statement of revenues and expenditures – budget to actual. The basis of accounting is limited to cash basis, modified cash basis or modified accrual basis. The A&P has elected to utilize the modified accrual basis of accounting.

Funding

The A&P is funded by a 3% hotel tax on the portion of the gross receipts or gross proceeds from the renting, leasing, or otherwise furnishing of hotel, motel, or short-term condominium rental accommodations for sleeping, meeting, or party room facilities for profit in the City, but such accommodations shall not include the rental or lease of such accommodations for periods of thirty days or more.

Commitments

The Rogers-Lowell Economic Development Corporation (RLEDC) is contracted to provide support services to the A&P plus reimbursement of additional expenses the RLEDC incurs on the A&P's behalf. RLEDC provides office space, key personnel, accounting and financial services, and other administrative services for the A&P.

Reporting Entity

The A&P is a political subdivision of the City of Rogers, Arkansas (the City), established by Ordinance Number 99-61 of the City for the purpose of promoting and advertising the City and its environs. A commission consisting of seven members governs the A&P. The financial statements present only the A&P and are not intended to present the financial position and results of operations of the City of Rogers, Arkansas.

Description		Approved Budget	Actual Current	Actual YTD	YTD Budget	% Used / Recieved	2023 Actual
REVENUE							
401	Hotel/Motel	1,500,750	60,414	144,748	250,125		1,447,167
402	Short-Term Rentals	50,000	664	2,828	8,333		22,267
403	Reservations	300	-	-	50		207
	Total Tax Revenue	1,551,050	61,078	147,577	258,508	10%	1,469,641
404	Interest	25,000	1,063	6,725	-		503
405	Miscellaneous	5,000	217	416	-		2,062
	REVENUE TOTALS	1,581,050	62,358	154,718	258,508	10%	1,472,206
EXPENSE							
550	Human Resource	550,000	46,294	89,479	91,667	16%	411,437
543	Continuing Education	50,000	-	-	8,333	0%	2,225
520, 527, 529	Meals, Travel, Tradeshow	140,000	897	19,858	23,333	14%	32,751
512, 522	Bank Charges, Supplies	10,000	386	752	1,667	8%	7,849
514	Computers	2,000	139	254	333	13%	1,672
516	Dues & Subscriptions	20,000	657	9,629	3,333	48%	19,020
523	Printing & Publishing	35,000	-	-	5,833	0%	66
511	Marketing	275,000	36,664	57,789	45,833	21%	87,489
524	Promotions	77,000	103	5,617	12,833	7%	28,869
528	Website	10,000	-	-	1,667	0%	-
525	Public Relations	5,000	-	-	833	0%	2,772
521	Miscellaneous	-	-	304	-	0%	0
513	Tourism Incentive Funding	250,000	5,260	17,960	41,667	7%	216,920
526	Sponsorship	175,000	23,500	43,500	29,167	25%	105,500
515, 541, 542	Contract / Accounting	90,000	6,716	14,886	15,000	17%	79,867
	EXPENSE TOTALS	1,689,000	120,616	260,028	281,500	15%	996,438
	NET	(107,950)	(58,258)	(105,310)	(22,992)		475,768

Rogers Advertising and Promotion Commission

Accounts Payable Aging Detail

2/29/2024

Vendor	Invoice Date	Bill Amount	Description	1 - 30 Days	31 - 60 Days	61 - 90 Days	90 + Days
Miles Partnership	02/29/24	1,208		1,208			
				1,208	-	-	-
Total Amount Outstanding							1,208



February 2024 Dashboard

Sales Goals		
Goal	Goal #	Actual
Future Sourced Room Nights	98,879	25,486
Future Definite Room Nights	44,410	9,242
Leads	208	58
New Business Leads	167	38
New Business Definite Room Nights	14,691	3,961

Previous Month Events		
Group	Month	Room Nights
Ozark Juniors Volleyball Club Natalie Jones Weekend 1	February	14 (still collecting)
National Guard Association of Arkansas	February	447

Upcoming Month Events		
Group	Month	Room Nights
Jurassic Quest Holdings	March	30
Sam's Club Destination Map	March	216
Trendsetter's Foundation Unity Conference	March	10
NWA Fire & EMS Consortium	March	1325 (overbooked)
Ozark Juniors Volleyball Club Natalie Jones Weekend 2	March	100
AR Premier Tournaments Opening Day Showcase	March	80



February 2024 Dashboard

Rogers A&P Tax Collections						
Month	January	February	March	April	May	June
2024	\$86,499	\$61,078				
2023	\$72,447	\$102,983	\$117,498	\$112,024	\$156,923	\$114,482
2022	\$38,150	\$68,508	\$63,509	\$94,472	\$113,156	\$178,854
2021	\$33,397	\$30,665	\$36,821	\$64,556	\$62,789	\$80,101
2019	\$103,309	\$72,625	\$83,070	\$108,222	\$111,802	\$141,787
Month % from 2023 to 2024	19%	-41%				

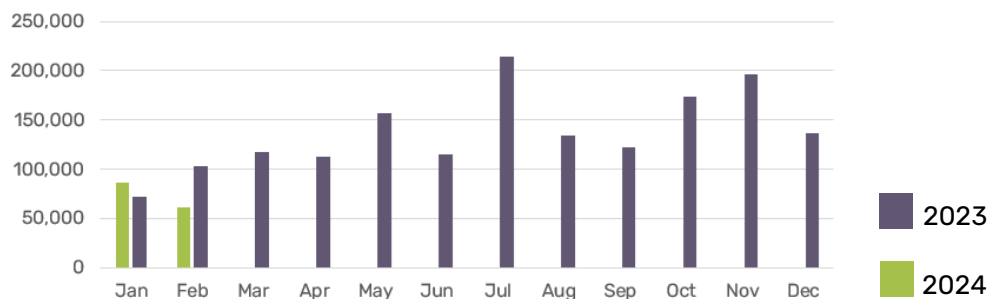
Month	July	August	September	October	November	December
2024						
2023	\$214,199	\$133,993	\$121,716	\$173,338	\$195,696	\$136,739
2022	\$164,781	\$134,092	\$140,921	\$162,880	\$175,500	\$134,610
2021	\$91,961	\$98,156	\$92,499	\$112,193	\$111,852	\$84,061
2019	\$136,569	\$120,416	\$113,225	\$126,895	\$144,782	\$105,957
Month % from 2023 to 2024						

2024 YTD	\$147,577	Monthly	-41%
2023 STLY	\$175,430	YTD	-16%

STLY= same time period last year

2023 Collected	\$1,651,889
2022 Collected	\$1,469,529
2021 Collected	\$897,904
2020 Collected	\$651,442
2019 Collected	\$1,412,976

Rogers A&P Tax Collections Chart



Tax collection report runs
2 months behind

Total users

17,121

↑ 40%

MoM

↓ -9%

YoY

Sessions

19,310

↑ 38%

MoM

↓ -11%

YoY

Views

33,751

↑ 33%

MoM

↓ -18%

YoY

Average session duration

00:01:44

↑ 3%

MoM

↓ -20%

YoY

Bounce rate

38.10%

↓ -4%

MoM

↓ -8%

YoY

Impressions

287,053

↓ -25%

MoM

↓ -2%

YoY

Amount spent

\$1,168

↓ -3%

MoM

↓ -28%

YoY

Link clicks

5,265

↓ -11%

MoM

↑ 44%

YoY

Cost/Link Click

\$0.22

↑ 8%

MoM

↓ -50%

YoY

CTR (link)

1.83%

↑ 19%

MoM

↑ 47%

YoY

General Site Data

Data From Google Analytics

Total users
17,121
-9% YoY

New users
16,583
-7% YoY

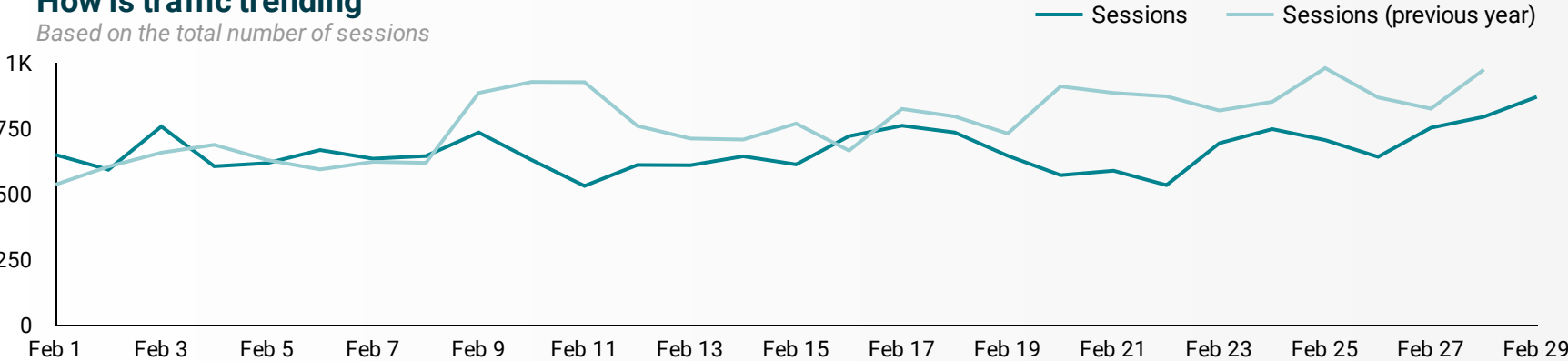
Views
33,751
-18% YoY

Bounce rate
38.10%
-8% YoY

Average session duration
00:01:44
-20% YoY

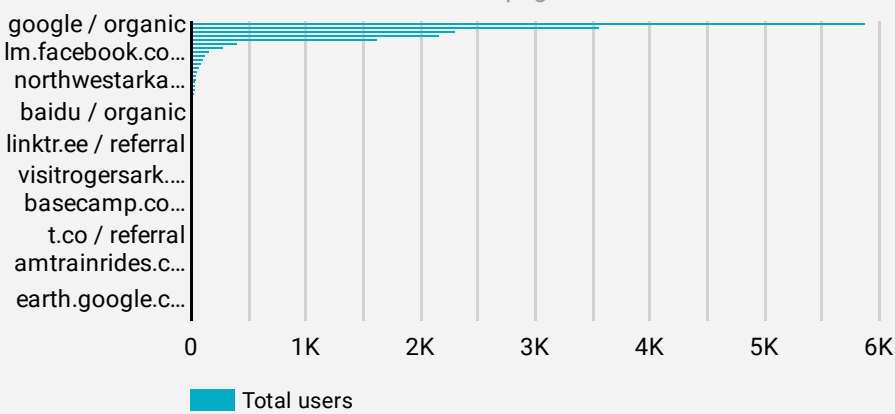
How is traffic trending

Based on the total number of sessions



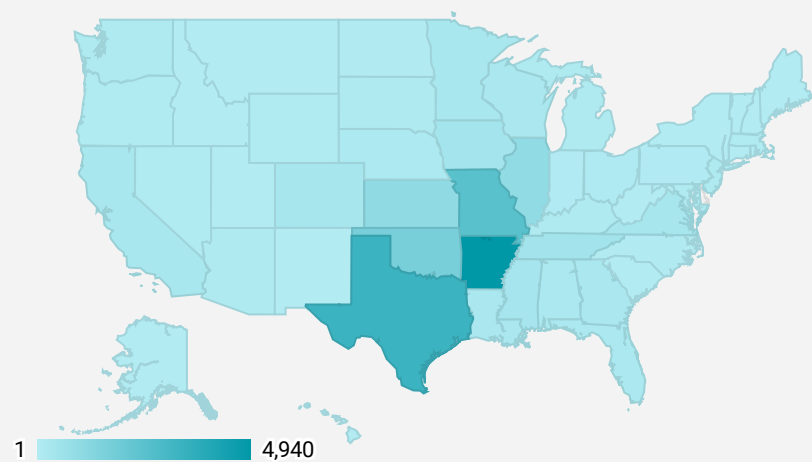
Sources Driving Traffic

Based on the total number of sessions and pageviews



Top metro areas by sessions

Based on filtered sessions



	City	Sessions
1.	(not set)	1,993
2.	Dallas	1,707
3.	Rogers	921
4.	Kansas City	779
5.	Chicago	618

Top landing pages

Based on the total number of sessions

	Landing page	Sessions
1.	/things-to-do/restaurants	2,658
2.	/get-inspired/articles/quick-guide-rogers-convention-center	2,639
3.	/	2,016
4.	/get-inspired/articles/anglers-paradise-fishing-all-year-round-rogers	1,601
5.	/things-to-do	1,083
6.	/things-to-do/events	948
7.	/home/discover-rogers	464
8.	/uncategorized/get-outdoors-fun-things-do-winter-rogers	409
9.	(not set)	401
10.	/get-inspired/articles/9-free-things-do-northwest-arkansas	365

1 - 10 / 570

Top Referral Pages

Based on the total number of sessions

	Session source	Sessions
1.	google	8,527
2.	m.facebook.com	4,051
3.	tickets.jurassicquest.com	2,405
4.	(direct)	2,400
5.	arkansas.com	473
6.	l.facebook.com	301
7.	lm.facebook.com	175
8.	bing	139
9.	(not set)	110
10.	destinationrogers.com	99

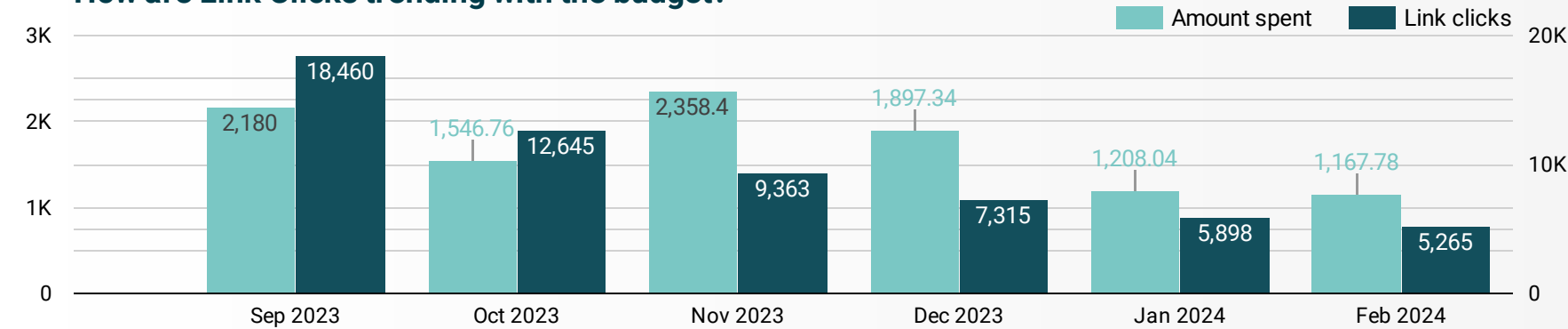
1 - 10 / 98

Paid Social Media

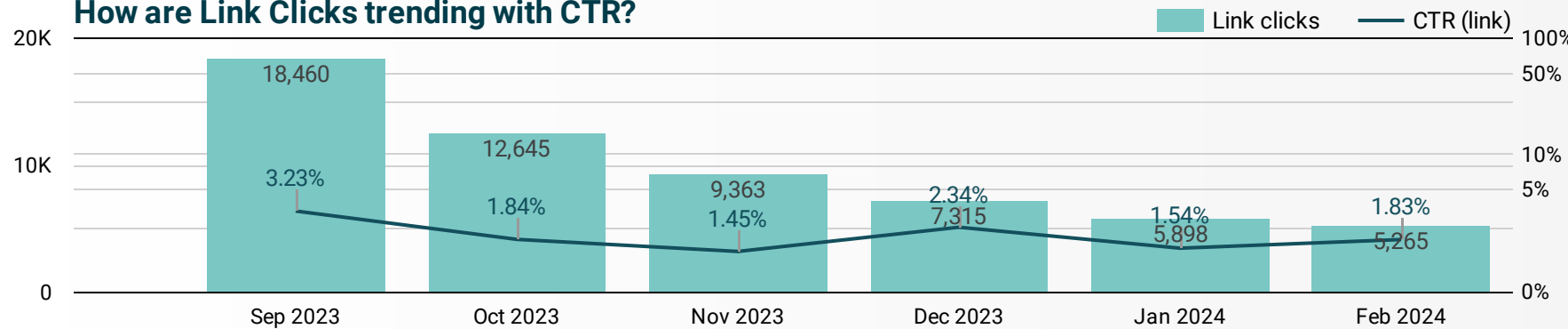
Data From Facebook Ads

Impressions		Link clicks		CTR (link)		Cost/Link Click		Amount spent	
287,053		5,265		1.83%		\$0.22		\$1,168	
↓ -25%	↓ -2%	↓ -11%	↑ 44%	↑ 19%	↑ 47%	↑ 8%	↓ -50%	↓ -3%	↓ -28%
MoM	YoY	MoM	YoY	MoM	YoY	MoM	YoY	MoM	YoY

How are Link Clicks trending with the budget?



How are Link Clicks trending with CTR?



Year & month ▾	Impressions	Link clicks	CTR (link)	C/Link Cli...	Amount spent
Feb 2024	287,053	5,265	1.83%	\$0.22	\$1,167.78
Jan 2024	381,877	5,898	1.54%	\$0.2	\$1,208.04
Dec 2023	312,309	7,315	2.34%	\$0.26	\$1,897.34
Nov 2023	646,774	9,363	1.45%	\$0.25	\$2,358.4
Oct 2023	687,101	12,645	1.84%	\$0.12	\$1,546.76

1 - 5 / 6 < >

Ad set name ▾	Impressions	Link clicks	CTR (link)	C/Link Click	Amount spent
022824 - Fall in Love	4,798	83	1.73%	\$0.38	\$31.21
012624 - Restaurants	124,760	2,290	1.84%	\$0.24	\$540.99
011124 - Winter Carousel	157,495	2,892	1.84%	\$0.21	\$595.58

Grand total	287,053	5,265	1.83%	\$0.22	\$1,167.78
-------------	---------	-------	-------	--------	------------

1 - 3 / 3 < >



Convention Incentive Funding Summary March 2024

2025 Petroleum Accountants Society National Conference

Amount Requested:	\$10 per actualized room night
Background:	Semi-annual meeting of Oklahoma petroleum accountants.
Event Date:	April 21-25, 2025. Definite.
Room Pick-Up:	September 2023 pickup in Colorado Springs 343 rooms; April 2023 event in KC pickup 292 rooms.
Recommendation:	Fund event at requested \$10 per actualized room night

2024 Poultry Federation Festival

Amount Requested:	\$25,000
Background:	Longtime event in Rogers and RCC. The festival draws members and friends of the industry from across the country. Festival activities include a golf tournament, trap shoot, fishing tournament, and more.
Event Dates:	June 21-22, 2024. Definite.
Room Pick-up:	2023 event pickup 993 room nights in Rogers. 2022 event pickup 895 room nights in Rogers.
Recommendation:	Fund event at requested \$25,000 amount



2024 TRS Healthcare Spring Retreat

Amount Requested: \$10 per room night

Background: 2nd time in Rogers. The conference is focused on connecting the corporate world with students from minority backgrounds.

Event Dates: April 26-28, 2024. **Definite.**

Room Pick-up: November 2023 pickup at River Spirit Casino Tulsa 420 room nights. May 2023 pickup in Rogers of 391 room nights.

Recommendation: Fund event at \$10 per actualized room night in Rogers.

2024 Christian Witness Center Winter Retreat

Amount Requested: \$20,000

Background: Missionary Group that meets over Christmas in search of a good deal. Been in KC over 10 years.

Event Dates: December 21-25, 2024. **Tentative.**

Room Pick Up: 2023 pickup at Sheraton Kansas City 1200 room nights. 2022 pickup in KC of 800 room nights, COVID effected.

Recommendation: Fund event at requested \$20,000 amount.

2024 Annual Arkansas Association of Alternative Educators Annual Conference

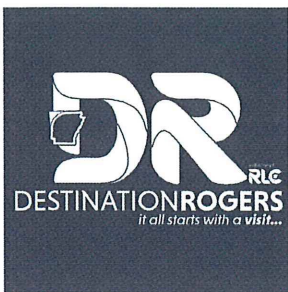
Amount Requested: \$10 per room night

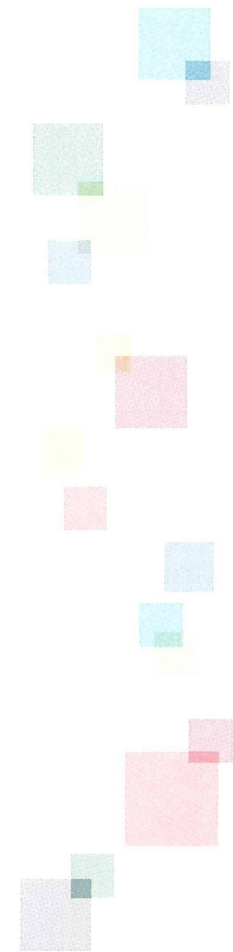
Background: Teachers group annual meeting, moves around the state.

Event Dates: July 10-12, 2024. **Definite.**

Room Pick Up: Last in Rogers 2021, pick up of 312 room nights.

Recommendation: Fund event at \$10 per actualized room night in Rogers.





ROGERS ADVERTISING AND PROMOTION COMMISSION EVENT FUND APPLICATION

PLEASE TYPE YOUR RESPONSES BELOW. IF MORE SPACE IS NEEDED, PLEASE ATTACH ADDITIONAL PAGES OR DOCUMENTS TO APPLICATION.

I have read and hereby agree to guidelines on pages 1-2, please initial here: BMC

Date of Application: 1/4/2024

Organization Name: Petroleum Accountants Society of Oklahoma - Tulsa

Address: PO Box 2502

City: Tulsa State: OK

Zip Code: 74101

Phone: _____

Year Organization was Established: 1929

Planner Name: Bryan Cox Planner Title: 1st Vice President

Daytime Phone: 918-896-1160 Cell Phone: 918-896-1160

Email: bryan.cox@conocophillips.com

Event Name: 2025 COPAS National Conference

Year Event was Established: 1961 Frequency (annual, semi-annual, etc.): semi-annual

Event Start Date: 4/21/2025 Event End Date: 4/25/2025

Event Location: Embassy Suites Northwest Arkansas - Rogers, AR

Convention/Event Program Funds Requested: \$ 10 per Actualized Room Night

Total Hotel Rooms Needed: Varies by Event Day Total Rooms on Peak: N/A

Estimated Number of Attendees: 150

Will funding decide the convention/event location? ☐ Yes ☒ No

Other cities being considered for event: _____

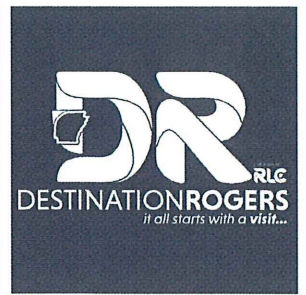
Attachments to be included to process application:

1. Summary of Event: Please describe in detail what the funds will be used for. Included: ☐ Yes ☐ No

2. Summary stating how Destination Rogers will be recognized. Included: ☐ Yes ☐ No

Please attach any past printed materials and describe in detail where Destination Rogers will be recognized.

**TO EXPEDITE THE PROCESS, PLEASE PROVIDE US
WITH THE FOLLOWING INFORMATION
ON YOUR ORGANIZATION'S PAST TWO YEARS
OF EVENT HISTORY.**



Past Event Date: September 18-22, 2023 Hotel Pattern (ex: Fri.-Sun.): Mon -Thu
 Total Hotel Room Pickup: 343 Total Hotel Rooms on Peak: 110
 Host Hotel Name: Cheyenne Mountain Resort
 City: Colorado Springs State: Colorado
 Room Rate: \$199 excluding tax
 Hotel Contact Name: Michele Stahl Hotel Contact Phone: 719-538-4000

Did you receive funding from the CVB, City or Convention Center? ☐ Yes ☒ No

If so, how much?: \$ _____

Past Event Date: April 25-27, 2023 Hotel Pattern (ex: Fri.-Sun.): Mon-Wed
 Total Hotel Room Pickup: 292 Total Hotel Rooms on Peak: 121
 Number of Attendees: 152
 Host Hotel Name: Kansas City Marriott Country Club Plaza
 City: Kansas City State: Missouri
 Room Rate: 149.00 excluding tax
 Hotel Contact Name: Jill Freel Hotel Contact Phone: 816-531-3000

Did you receive funding from the CVB, City or Convention Center? ☐ Yes ☒ No

If so, how much?: \$ _____

PLEASE ATTACH:

- ☐ Current budget information and proposed budget
- ☐ Last year's program or samples of printed materials for convention/event
- ☐ Attach any sponsorships or source of funding for the event

MUST HAVE IN ORDER FOR GRANT TO BE PROCESSED

PLEASE SEND ALL COMPLETED FORMS TO:

Meetings, Conventions, Sports & Group Tours

Luke Wiggins
 Luke@RogersLowell.com
 479-619-3191

Leisure & Other

J.R. Shaw
 JR@RogersLowell.com
 479-619-3183

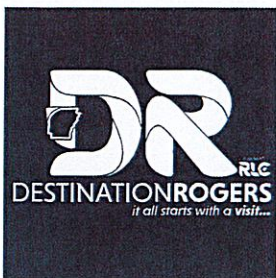
**TWO SIGNATURES FROM THE ORGANIZATION ARE REQUIRED
FOR APPLICATION TO BE PROCESSED.**

Signature: [Signature]
 Printed Name: Bryan Cox

Title: 1st Vice President
 Date: 2/21/2024

Signature: [Signature]
 Printed Name: Vanessa Green

Title: BOD Ex-Facto Member
 Date: 2/21/2024



ROGERS ADVERTISING AND PROMOTION COMMISSION EVENT FUND APPLICATION

**PLEASE TYPE YOUR RESPONSES BELOW. IF MORE SPACE IS NEEDED, PLEASE
ATTACH ADDITIONAL PAGES OR DOCUMENTS TO APPLICATION.**

I have read and hereby agree to guidelines on pages 1-2, please initial here: HD

Date of Application: January 23, 2024

Organization Name: The Poultry Federation

Address: 321 S Victory Street

City: Little Rock

State: Arkansas

Zip Code: 72201

Phone: 501-375-8131

Year Organization was Established: 1954

Planner Name: Holly Duval

Planner Title: Director of Marketing & Bus. Dev.

Daytime Phone: 501-375-8131

Cell Phone: 501-326-7715

Email: holly@thepoultryfederation.com

Event Name: 64th Annual Poultry Festival

Year Event was Established: 1954

Frequency (annual, semi-annual, etc.): Annual

Event Start Date: June 21, 2024

Event End Date: June 22, 2024

Event Location: Rogers Convention Center & Embassy Suites NWA

Convention/Event Program Funds Requested: \$ \$25,000

Total Hotel Rooms Needed: 1005

Total Rooms on Peak: 330

Estimated Number of Attendees: 4,500

Will funding decide the convention/event location?

☐ Yes

☒ No

Other cities being considered for event: N/A

Attachments to be included to process application:

1. Summary of Event: Please describe in detail what the funds will be used for. Included: ☐ Yes ☐ No

2. Summary stating how Destination Rogers will be recognized. Included: ☐ Yes ☐ No

Please attach any past printed materials and describe in detail where Destination Rogers will be recognized.

**TO EXPEDITE THE PROCESS, PLEASE PROVIDE US
WITH THE FOLLOWING INFORMATION
ON YOUR ORGANIZATION'S PAST TWO YEARS
OF EVENT HISTORY.**



Past Event Date: June 9-10, 2023 Hotel Pattern (ex: Fri.-Sun.): Tues-Sun

Total Hotel Room Pickup: _____ Total Hotel Rooms on Peak: _____

Host Hotel Name: Embassy Suites NWA

City: Rogers State: AR

Room Rate: _____

Hotel Contact Name: Heather Fox Hotel Contact Phone: 479-845-3216

Did you receive funding from the CVB, City or Convention Center? ☒ Yes ☐ No

If so, how much?: \$ \$25,000

Past Event Date: June 9-11, 2022 Hotel Pattern (ex: Fri.-Sun.): Tues-Sund

Total Hotel Room Pickup: _____ Total Hotel Rooms on Peak: _____

Number of Attendees: 4,000

Host Hotel Name: Embassy Suites NWA

City: Rogers State: AR

Room Rate: _____

Hotel Contact Name: Heather Fox Hotel Contact Phone: 479-845-3216

Did you receive funding from the CVB, City or Convention Center? ☒ Yes ☐ No

If so, how much?: \$ \$25,000

PLEASE ATTACH:

- ☒ Current budget information and proposed budget
- ☒ Last year's program or samples of printed materials for convention/event
- ☒ Attach any sponsorships or source of funding for the event

MUST HAVE IN ORDER FOR GRANT TO BE PROCESSED

PLEASE SEND ALL COMPLETED FORMS TO:

Meetings, Conventions, Sports & Group Tours

Luke Wiggins
Luke@RogersLowell.com
479-619-3191

Leisure & Other

J.R. Shaw
JR@RogersLowell.com
479-619-3183

**TWO SIGNATURES FROM THE ORGANIZATION ARE REQUIRED
FOR APPLICATION TO BE PROCESSED.**

Signature:  Title: _____

Printed Name: Holly Duval Date: January 23, 2024

Signature: Marvin Childers Digitally signed by Marvin Childers
Date: 2024.02.14 09:36:48 -06'00' Title: _____

Printed Name: Marvin Childers Date: January 23, 2024



ROGERS ADVERTISING AND PROMOTION COMMISSION EVENT FUND APPLICATION

PLEASE TYPE YOUR RESPONSES BELOW. IF MORE SPACE IS NEEDED, PLEASE ATTACH ADDITIONAL PAGES OR DOCUMENTS TO APPLICATION.

I have read and hereby agree to guidelines on pages 1-2, please initial here: BW

Date of Application: 2/28/2024

Organization Name: TRS Healthcare

Address: P.O. Box 595

City: Tontitown

State: AR

Zip Code: 72770

Phone: 888-987-8233

Year Organization was Established: 1996

Planner Name: Blythe Wilt

Planner Title: Event Coordinator

Daytime Phone: 4792281417

Cell Phone: 4792281417

Email: bwilt@trshealthcare.com

Event Name: 2024 TRS Team Retreat

Year Event was Established: 2021 Frequency (annual, semi-annual, etc.): Semi-annual

Event Start Date: 4/26/2024 Event End Date: 4/28/2024

Event Location: ogers Convention Center/Embassy Suites

Convention/Event Program Funds Requested: \$ \$10 a room/night

Total Hotel Rooms Needed: 400

Total Rooms on Peak: 200

Estimated Number of Attendees: 200

Will funding decide the convention/event location?

☐ Yes

☒ No

Other cities being considered for event: None

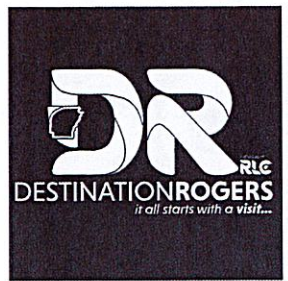
Attachments to be included to process application:

1. Summary of Event: Please describe in detail what the funds will be used for. Included: ☒ Yes ☐ No

2. Summary stating how Destination Rogers will be recognized. Included: ☒ Yes ☐ No

Please attach any past printed materials and describe in detail where Destination Rogers will be recognized.

**TO EXPEDITE THE PROCESS, PLEASE PROVIDE US
WITH THE FOLLOWING INFORMATION
ON YOUR ORGANIZATION'S PAST TWO YEARS
OF EVENT HISTORY.**



Past Event Date: 11/12/2023-11/14/2023 Hotel Pattern (ex: Fri.-Sun.): aturday-Monday
 Total Hotel Room Pickup: 420 Total Hotel Rooms on Peak: 210
 Host Hotel Name: RiverSpirit Casino Resort
 City: Tulsa State: OK
 Room Rate: 159
 Hotel Contact Name: Dawnya Wenninger Hotel Contact Phone: 918-995-8537
 Did you receive funding from the CVB, City or Convention Center? ☐ Yes ☒ No

If so, how much?: \$
 Past Event Date: 5/19/2023 - 5/21/2023 Hotel Pattern (ex: Fri.-Sun.): Friday-Sunday
 Total Hotel Room Pickup: 391 Total Hotel Rooms on Peak: 200
 Number of Attendees: 250
 Host Hotel Name: Rogers Convention Center/Embassy Suites
 City: Rogers State: AR
 Room Rate: 180
 Hotel Contact Name: Cassi Meek Hotel Contact Phone: 479 845 3152
 Did you receive funding from the CVB, City or Convention Center? ☒ Yes ☐ No

PLEASE ATTACH: ☐ Current budget information and proposed budget ☐ Last year's program or samples of printed materials for convention/event ☐ Attach any sponsorships or source of funding for the event <i>MUST HAVE IN ORDER FOR GRANT TO BE PROCESSED</i>	PLEASE SEND ALL COMPLETED FORMS TO: Meetings, Conventions, Sports & Group Tours Luke Wiggins Luke@RogersLowell.com 479-619-3191 Leisure & Other J.R. Shaw JR@RogersLowell.com 479-619-3183
--	--

**TWO SIGNATURES FROM THE ORGANIZATION ARE REQUIRED
FOR APPLICATION TO BE PROCESSED.**

Signature: Blythe Wilt Title: Events Coordinator
 Printed Name: Blythe Wilt Date: 2/28/2024
 Signature: _____ Title: _____
 Printed Name: _____ Date: _____



ROGERS ADVERTISING AND PROMOTION COMMISSION EVENT FUND APPLICATION

**PLEASE TYPE YOUR RESPONSES BELOW. IF MORE SPACE IS NEEDED, PLEASE
ATTACH ADDITIONAL PAGES OR DOCUMENTS TO APPLICATION.**

I have read and hereby agree to guidelines on pages 1-2, please initial here: _____

Date of Application: _____

Organization Name: _____

Address: _____

City: _____ State: _____

Zip Code: _____

Phone: _____

Year Organization was Established: _____

Planner Name: _____ Planner Title: _____

Daytime Phone: _____ Cell Phone: _____

Email: _____

Event Name: _____

Year Event was Established: _____ Frequency (annual, semi-annual, etc.): _____

Event Start Date: _____ Event End Date: _____

Event Location: _____

Convention/Event Program Funds Requested: \$ _____

Total Hotel Rooms Needed: _____ Total Rooms on Peak: _____

Estimated Number of Attendees: _____

Will funding decide the convention/event location? ☐ Yes ☐ No

Other cities being considered for event: _____

Attachments to be included to process application:

1. Summary of Event: Please describe in detail what the funds will be used for. Included: ☐ Yes ☐ No

2. Summary stating how Destination Rogers will be recognized. Included: ☐ Yes ☐ No

Please attach any past printed materials and describe in detail where Destination Rogers will be recognized.

TO EXPEDITE THE PROCESS, PLEASE PROVIDE US WITH THE FOLLOWING INFORMATION ON YOUR ORGANIZATION'S PAST TWO YEARS OF EVENT HISTORY.



Past Event Date: _____ Hotel Pattern (ex: Fri.-Sun.): _____

Total Hotel Room Pickup: _____ Total Hotel Rooms on Peak: _____

Host Hotel Name: _____

City: _____ State: _____

Room Rate: _____

Hotel Contact Name: _____ Hotel Contact Phone: _____

Did you receive funding from the CVB, City or Convention Center? ☐ Yes ☐ No

If so, how much?: \$ _____

Past Event Date: _____ Hotel Pattern (ex: Fri.-Sun.): _____

Total Hotel Room Pickup: _____ Total Hotel Rooms on Peak: _____

Number of Attendees: _____

Host Hotel Name: _____

City: _____ State: _____

Room Rate: _____

Hotel Contact Name: _____ Hotel Contact Phone: _____

Did you receive funding from the CVB, City or Convention Center? ☐ Yes ☐ No

If so, how much?: \$ _____

PLEASE ATTACH:

- ☐ Current budget information and proposed budget
- ☐ Last year's program or samples of printed materials for convention/event
- ☐ Attach any sponsorships or source of funding for the event

MUST HAVE IN ORDER FOR GRANT TO BE PROCESSED

PLEASE SEND ALL COMPLETED FORMS TO:

Meetings, Conventions, Sports & Group Tours

Luke Wiggins
Luke@RogersLowell.com
479-619-3191

Leisure & Other

J.R. Shaw
JR@RogersLowell.com
479-619-3183

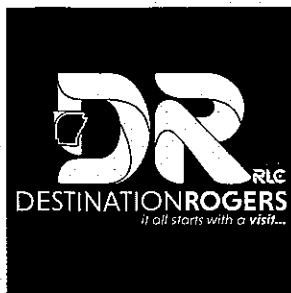
TWO SIGNATURES FROM THE ORGANIZATION ARE REQUIRED FOR APPLICATION TO BE PROCESSED.

Signature: _____ Title: _____

Printed Name: _____ Date: _____

Signature: _____ Title: _____

Printed Name: _____ Date: _____



ROGERS ADVERTISING AND PROMOTION COMMISSION EVENT FUND APPLICATION

PLEASE TYPE YOUR RESPONSES BELOW. IF MORE SPACE IS NEEDED, PLEASE
ATTACH ADDITIONAL PAGES OR DOCUMENTS TO APPLICATION.

I have read and hereby agree to guidelines on pages 1-2, please initial here: SW

Date of Application: February 14, 2024

Organization Name: Arkansas Association of Alternative Educators (AAAE)

Address: 2433 W. Main St.

City: Clarksville State: Arkansas

Zip Code: 72830

Phone: 479-774-3354

Year Organization was Established: 2000

Planner Name: Shannon Warren Planner Title: AAAE Board President

Daytime Phone: 479-774-3354 Cell Phone: (Same)

Email: swarren@scrantonrockets.net

Event Name: Annual AAAE Conference

Year Event was Established: 2005 Frequency (annual, semi-annual, etc.): Annual

Event Start Date: July 10, 2024 Event End Date: July 12, 2024

Event Location: Rogers Northwest Arkansas Convention Center

Convention/Event Program Funds Requested: \$ The rate going per room

Total Hotel Rooms Needed: 450-500 Total Rooms on Peak: 190

Estimated Number of Attendees: 500 (We have a block of 326 rooms at Embassy Suites Rogers booked. \$145)

Will funding decide the convention/event location? ☐ Yes ☐ No

Other cities being considered for event: Only working with Rogers this year

Attachments to be included to process application:

1. Summary of Event: Please describe in detail what the funds will be used for. Included: ☒ Yes ☐ No

2. Summary stating how Destination Rogers will be recognized. Included: ☒ Yes ☐ No

Please attach any past printed materials and describe in detail where Destination Rogers will be recognized.

**TO EXPEDITE THE PROCESS, PLEASE PROVIDE US
WITH THE FOLLOWING INFORMATION
ON YOUR ORGANIZATION'S PAST TWO YEARS
OF EVENT HISTORY.**



Past Event Date: July 10-12, 2023 Hotel Pattern (ex: Fri.-Sun.): Mon-Wed.

Total Hotel Room Pickup: _____ Total Hotel Rooms on Peak: _____

Host Hotel Name: Embassy Suites

City: Little Rock State: Arkansas

Room Rate: \$139

Hotel Contact Name: Kristi Gacke Hotel Contact Phone: 501-537-3307

Did you receive funding from the CVB, City or Convention Center? ☐ Yes ☒ No

If so, how much?: \$ n/a

Past Event Date: July 10-12, 2022 Hotel Pattern (ex: Fri.-Sun.): Sun-Tues.

Total Hotel Room Pickup: _____ Total Hotel Rooms on Peak: _____

Number of Attendees: _____

Host Hotel Name: Embassy Suites - Red Wolf

City: Jonesboro State: Arkansas

Room Rate: \$119

Hotel Contact Name: Sara White Hotel Contact Phone: 870-417-2402

Did you receive funding from the CVB, City or Convention Center? ☐ Yes ☒ No

If so, how much?: \$ n/a

PLEASE ATTACH:

- ☐ Current budget information and proposed budget
- ☐ Last year's program or samples of printed materials for convention/event
- ☐ Attach any sponsorships or source of funding for the event

MUST HAVE IN ORDER FOR GRANT TO BE PROCESSED

PLEASE SEND ALL COMPLETED FORMS TO:

Meetings, Conventions, Sports & Group Tours

Luke Wiggins
Luke@RogersLowell.com
479-619-3191

Leisure & Other

J.R. Shaw
JR@RogersLowell.com
479-619-3183

**TWO SIGNATURES FROM THE ORGANIZATION ARE REQUIRED
FOR APPLICATION TO BE PROCESSED.**

Signature: Shannon Warren Title: President

Printed Name: Shannon Warren Date: 2-14-24