



A & P Commission Regular Meeting

July 28, 2026 | 9:00 AM

Agenda:

- I. Call to Order
- II. Approval of Minutes May 28, 2026 Meeting
- III. Financials
- IV. Marketing Proposal
 1. Food and Travel Magazine Fall 2026 & Winter 2026/2027 \$12,500
- V. Funding Recaps
 1. Robotics 2026
- VI. Funding Requests
 1. Gym Masters Holiday Classic \$7,500 Searcy High School Lee Wimberley presenting
 2. Arkansas Cowboys Association Finals \$10,000 COrey Kurck presenting
- VII. Adjournment

Chris Howell (Chairman)
Tonia Hale

Tommy Centola (Secretary)
Rees Jones
Marco Orozco

Jim House (Treasurer)
Gary Patel



**Searcy A & P Commission
Tuesday, May 19, 2026, 9:00 AM
Minutes**

Chairman Chris Howell started the meeting at 9:00am. Present were Commissioners Centola, Jones and Patel. Absent were Commissioners Hale, House and Orozco.

Chairman Howell asked if the minutes had been read and asked for a motion. Commissioner Jones motioned to approve the minutes. Commissioner Patel seconded. The motion passed with the following votes: Yes: Centola, Howell, Jones and Patel. No: None. Abstain: None.

Kate Moore presented the Financial Report. For April, the Total Fund Balance as of 4/30/26 was \$2,834,519.37. The Restricted Fund Balance is \$1,187,000.00 (accounting for Bond Repayment) and the Unrestricted Fund Balance is \$1,647,519.37. Total Liabilities and Net Assets is \$2,834,519.37. Collections for the month of March were for Lodging \$39,296.55 Prepared Foods \$121,526.79. Interest & Penalties on late payments \$205.42. Early Payment Discounts (\$2,558.24). Less Returns and Allowances (\$2,582.49). Expenditures were: Legal Services \$1,575.00, Professional Services \$3,845.00, Social Media Content and Advertising \$1,800.00, Website and Social Media Expense \$8,735.00, Bank Fees \$523.88, Merchant Fees \$101.00, Bond Payment to the City \$83,293.64, 4th of July 2026 \$10,000.00, Searcy Parks and Rec. (Tournaments) \$12,000.00. Interest Income on Deposits \$2,492.58. Net Income of April \$35,444.52.

Mike Pasrons addressed the commission, stating that the Holiday of Lights committee is still looking for sponsors and all 4 of the train cars have been sponsored. Commissioner Patel motioned to approve the funding request, Commissioner Jones seconded. The request was approved with the following votes; Yes: Centolaa, Howell, Jones, and Patel. No: None. Abstain: None.,

Tyler Meyl asked the commission if they had any questions. Commissioner Jones motioned to approve the funding request. Commissioner Centola seconded. The request was approved by the following vote; Yes: Centola, Howell, Jones, and Patel. No; None. Abstain: None..

After being contacted by Tasha Abrams, Searcy Juneteenth Celebration withdrew their request for funding.

The commission discussed ways to reduce the amount of paper in the monthly packets. Chairman Howell said that on another committee he is on, they send out the entire packet for all and only print out the necessary papers for the meetings. Commissioner Centola said that he will continue to email the entire packet to the group while sending a different packet to be printed out. Attorney Gibson said that we need to continue to post the packets and minutes on the A&P website. Commissioner Centola said that we have moved them to the City website, with the use of CivicPlus software.

Chairman Howell asked if there were any comments. When no one responded, he adjourned the meeting at 9:12am.

Tommy Centola, Secretary

MAY MARKETING REPORT



OVERVIEW:

59,612

Facebook Reach: The number of people who had any content from your Page or about your Page enter their screen.

3,789

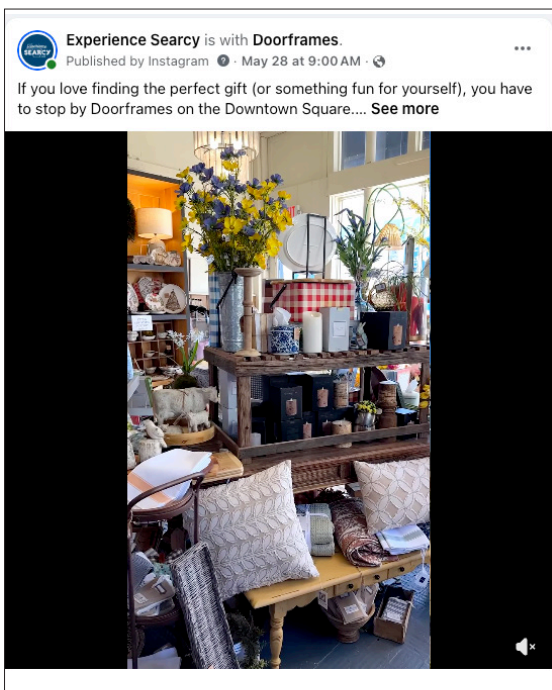
Instagram Reach: The number of unique accounts that saw any of your posts or stories at least once.

6,062

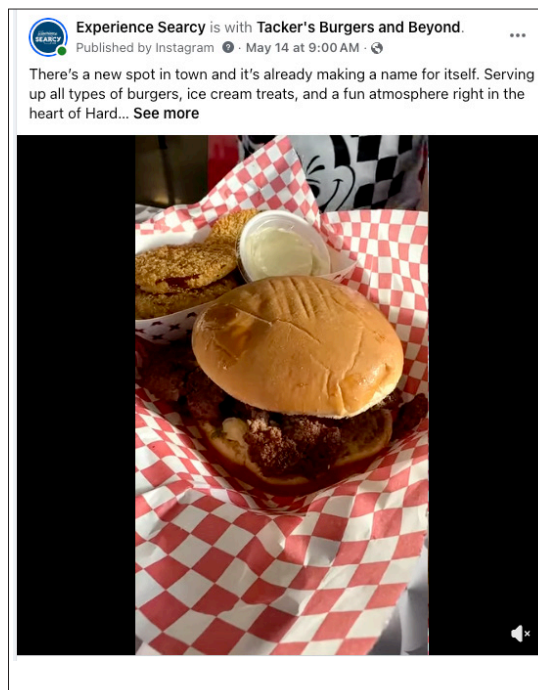
Website Visits: The total number of browser sessions within a timeframe.

PROMOTED SOCIAL POSTS:

11,846
Views



22,179
Views



20,858
Views



Experience Searcy

May 15 at 8:10 AM · 🌐

Fresh produce, homemade goods, local favorites, and a great way to start your weekend. The Searcy Farmers Market is happening every Saturday from 8 AM to Noon throughoutou... [See more](#)



Experience Searcy

24,444
Views



Experience Searcy

May 12 at 10:00 AM · 🌐

We're honored to welcome the [Special Olympics Arkansas](#) Summer Games to Searcy May 21-23. This incredible event celebrates determination, sportsmanship, and the power of... [See more](#)



Experience Searcy

14,365
Views



Experience Searcy is with Searcy Beats & Eats.

Published by Instagram · May 1 at 5:54 PM · 🌐

Block Party happening tonight from 6pm-9pm in Downtown Searcy!



Starts at 6 o'clock in just a few minutes

New Billboard Vinyl:



AY Magazine Print Ad:



There's so much to explore in Searcy! From downtown events and foodie approved eats to holiday lights and a high quality of life, our "big small town" is your perfect place for a weekend – or a lifetime. Get started at experiencesearcy.com today.

Upcoming Events

- > Farmers Market | Saturdays
- > Pioneer Village Tours | Saturdays
- > United We Stand | July 4
- > White County Fair | Sept 14-19
- > Get Down Downtown | Sept 25-26
- > Holiday of Lights | Nov/Dec
- > New Year's Eve Bash | Dec 31

OZARK GATEWAY TOURIST COUNCIL
OFFICIAL PARTNER OF ARKANSAS TOURISM

experiencesearcy.com

Top Visited Restaurants in April

Rank	Name	City	Total Visits	
1	 Chick-fil-A 3683 E Race Ave, Searcy, AR 72143	Searcy	72.4K	
2	 SONIC Drive In 2005 E Race Ave, Searcy, AR 72143	Searcy	56.2K	
3	 McDonald's 600 S Main St, Searcy, AR 72143	Searcy	52K	
4	 7 Brew Coffee 3212 E Race Ave, Searcy, AR 72143	Searcy	43.9K	
5	 McDonald's 3515 E Race St, Searcy, AR 72143	Searcy	42.9K	
6	 SONIC Drive In 1823 W Beebe Capps Expy, Searcy, AR 72143	Searcy	39.4K	
7	 Texas Roadhouse 1555 Janet Dr, Searcy, AR 72143	Searcy	33.9K	
8	 Slim Chickens 402 E Beebe Capps Expy, Searcy, AR 72143	Searcy	28.2K	
9	 Chili's Grill & Bar 3705 E. Race Avenue, Searcy, AR 72143	Searcy	24.9K	

Rank	Name	City	Total Visits	
11	 SONIC Drive In 1291A N Maple St, Searcy, AR 72143	Searcy	22.8K	
12	 Guacamole Mexican Grill 205 S Poplar St, Searcy, AR 72143	Searcy	22.6K	
13	 Wendy's 1707 E Race Ave, Searcy, AR 72143	Searcy	22.3K	
14	 Whataburger 3900 E Race Ave, Searcy, AR 72143	Searcy	21.5K	
15	 Fuji Japanese Steakhouse 1201 Janet Dr, Searcy, AR 72143	Searcy	20.2K	
16	 Freddy's Frozen Custard & Steakburgers 2812 E Race Ave., Searcy, AR 72143	Searcy	18.5K	
17	 Colton's Steak House & Grill 3002 E Race Ave, Searcy, AR 72143	Searcy	18.2K	
18	 Western Sizzlin 3210 E Race Ave #4810, Searcy, AR 72143	Searcy	16.7K	
19	 Taco Bell 2513 W Beebe Capps Expy, Searcy, AR 72143	Searcy	16.1K	

Top Visited Hotels in April

Rank	Name	City	Total Visits	
1	 Hampton Inn Searcy 209 S Poplar St, Searcy, AR 72143	Searcy	7.2K	
2	 Holiday Inn Express 3660 Ferren Trail, Searcy, AR 72143	Searcy	6K	
3	 La Quinta Inn & Suites by Wyndham Searcy 504 N Poplar St, Searcy, AR 72143	Searcy	5.6K	
4	 Days Inn by Wyndham Searcy 3109 E Race Ave, Searcy, AR 72143	Searcy	4.6K	
5	 Best Western Plus Searcy Inn 107 N Rand St, Searcy, AR 72143	Searcy	4.4K	
6	 Microtel Inn & Suites 3668 Ferren Trail, Searcy, AR 72143	Searcy	3.6K	
7	 Quality Inn & Suites 3204 E Race Ave, Searcy, AR 72143	Searcy	3.5K	
8	 Econo Lodge 120 N Rand Dr, Searcy, AR 72143	Searcy	1.9K	

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Block Party: May 1

1,500 Visitors

Chocolate Gravy/Farmers Market: May 2

2,000 Visitors

Pioneer Village: May 2-3

662 Visitors

Harding University (Special Olympics)

6,100 Visitors (note this includes regular campus traffic)

JUNE MARKETING REPORT



OVERVIEW:

130,508

Facebook Reach: The number of people who had any content from your Page or about your Page enter their screen.

3,284

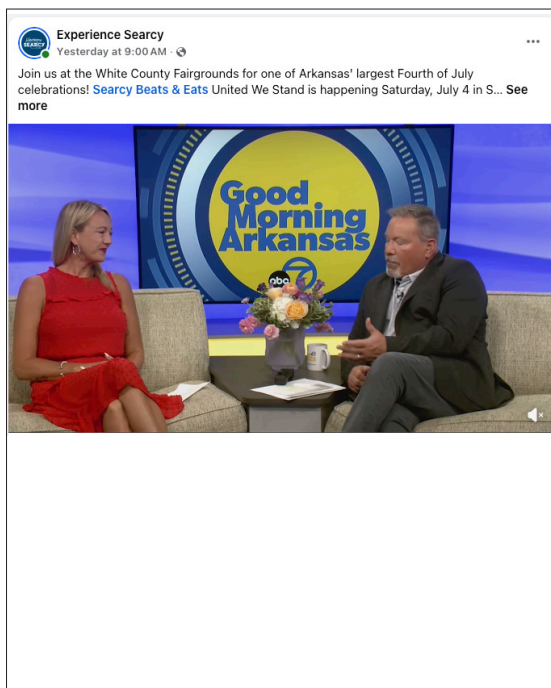
Instagram Reach: The number of unique accounts that saw any of your posts or stories at least once.

4,605

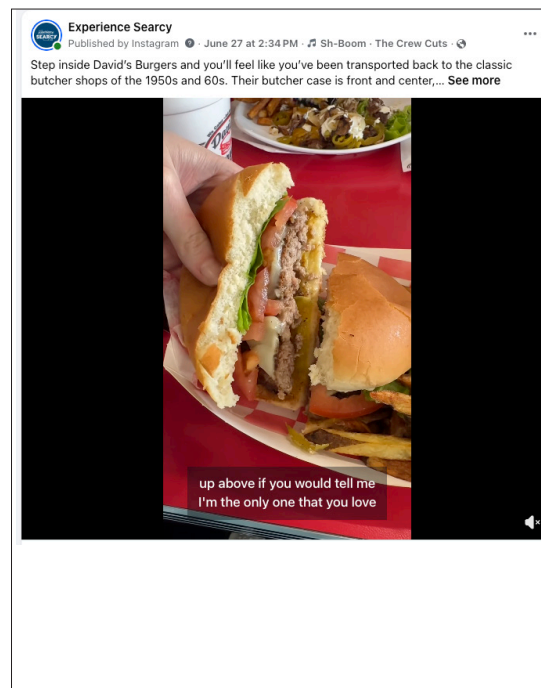
Website Visits: The total number of browser sessions within a timeframe.

PROMOTED SOCIAL POSTS:

36,180
Views



30,921
Views



20,858
Views



Experience Searcy

June 9 at 10:00 AM · 🌐

Things are moving quickly at Searcy's future outdoor water park!... [See more](#)





[See insights and ads](#)[Boost post](#)

16,283
Views



Experience Searcy

Ad · 🌐

Looking for a place for the little ones to cool off this summer? The splash pad at the Searcy Swim Center is the perfect spot to ...[See more](#)



20,091
Views



Experience Searcy

Ad · 🌐

Looking for a way to cool off this summer? The new splash pad at Berryhill Park is now open! ...[See more](#)



44,957
Views



Experience Searcy

Ad · 🌐

The wait is over! The brand-new inclusive playground at Berryhill Park is officially open and ready for adventure. ...[See more](#)



KATV Segment:



Top Visited Restaurants in May

Rank	Name	City	Total Visits	
1	 Chick-fil-A 3683 E Race Ave, Searcy, AR 72143	Searcy	69.5K	
2	 SONIC Drive In 2005 E Race Ave, Searcy, AR 72143	Searcy	53.6K	
3	 McDonald's 600 S Main St, Searcy, AR 72143	Searcy	51.2K	
4	 7 Brew Coffee 3212 E Race Ave, Searcy, AR 72143	Searcy	46.4K	
5	 McDonald's 3515 E Race St, Searcy, AR 72143	Searcy	40.9K	
6	 Texas Roadhouse 1555 Janet Dr, Searcy, AR 72143	Searcy	39.8K	
7	 SONIC Drive In 1823 W Beebe Capps Expy, Searcy, AR 72143	Searcy	39.6K	
8	 Slim Chickens 402 E Beebe Capps Expy, Searcy, AR 72143	Searcy	28.8K	
9	 Chili's Grill & Bar 3705 E. Race Avenue, Searcy, AR 72143	Searcy	27.3K	

Rank	Name	City	Total Visits	
11	 Fuji Japanese Steakhouse 1201 Janet Dr, Searcy, AR 72143	Searcy	22.8K	
12	 Taco Bell 3307 E Race Ave, Searcy, AR 72143	Searcy	22.3K	
13	 SONIC Drive In 1291A N Maple St, Searcy, AR 72143	Searcy	21.9K	
14	 Freddy's Frozen Custard & Steakburgers 2812 E Race Ave., Searcy, AR 72143	Searcy	19.8K	
15	 Wendy's 1707 E Race Ave, Searcy, AR 72143	Searcy	19.8K	
16	 Colton's Steak House & Grill 3002 E Race Ave, Searcy, AR 72143	Searcy	19.1K	
17	 Whataburger 3900 E Race Ave, Searcy, AR 72143	Searcy	18.5K	
18	 Western Sizzlin 3210 E Race Ave #4810, Searcy, AR 72143	Searcy	16.7K	
19	 Taco Bell 3513 W Beebe Capps Expy, Searcy, AR 72143	Searcy	16.3K	

Top Visited Hotels in May 2026

Rank	Name	City	Total Visits	
1	 Holiday Inn Express 3660 Ferren Trail, Searcy, AR 72143	Searcy	8.4K	
2	 Hampton Inn Searcy 209 S Poplar St, Searcy, AR 72143	Searcy	7.7K	
3	 La Quinta Inn & Suites by Wyndham Searcy 504 N Poplar St, Searcy, AR 72143	Searcy	6.3K	
4	 Best Western Plus Searcy Inn 107 N Rand St, Searcy, AR 72143	Searcy	5.4K	
5	 Quality Inn & Suites 3204 E Race Ave, Searcy, AR 72143	Searcy	5.2K	
6	 Days Inn by Wyndham Searcy 3109 E Race Ave, Searcy, AR 72143	Searcy	5.1K	
7	 Microtel Inn & Suites 3668 Ferren Trail, Searcy, AR 72143	Searcy	4.1K	

Top Visited Hotels in May 2025

Rank	Name	City	Total Visits	
1	 Holiday Inn Express 3660 Ferren Trail, Searcy, AR 72143	Searcy	7.9K	
2	 Hampton Inn Searcy 209 S Poplar St, Searcy, AR 72143	Searcy	6.8K	
3	 Microtel Inn & Suites 3668 Ferren Trail, Searcy, AR 72143	Searcy	5.7K	
4	 Days Inn by Wyndham Searcy 3109 E Race Ave, Searcy, AR 72143	Searcy	5.4K	
5	 Quality Inn & Suites 3204 E Race Ave, Searcy, AR 72143	Searcy	5.3K	
6	 La Quinta Inn & Suites by Wyndham Searcy 504 N Poplar St, Searcy, AR 72143	Searcy	4.7K	
7	 Best Western Plus Searcy Inn 107 N Rand St, Searcy, AR 72143	Searcy	4.5K	

Juneteenth: Spring Park on June 20

1,100 Visitors

**City of Searcy A&P Tax Commission
Financial Statements
For the One Month and Five Months Ended May 31, 2026**

This report contains no data.

City of Searcy A&P Tax Commission
Statement of Financial Position
As of May 31, 2026 and 2025

	Assets	
	2026	2025
Current Assets		
Revenue Fund - FSB	\$ 332,317.58	\$ 245,873.45
Savings Account - Simmons	1,268,607.75	1,234,910.49
Operating Account - FSB	158,437.09	405,542.40
CD Reserve	<u>1,050,973.77</u>	<u>1,000,000.00</u>
Total Current Assets	<u>2,810,336.19</u>	<u>2,886,326.34</u>
Property and Equipment	<u></u>	<u></u>
Net Property and Equipment	<u>0.00</u>	<u>0.00</u>
Total Assets	<u>\$ 2,810,336.19</u>	<u>\$ 2,886,326.34</u>

City of Searcy A&P Tax Commission
Statement of Financial Position
As of May 31, 2026 and 2025

Liabilities and Net Assets

	2026	2025
Current Liabilities		
Total Current Liabilities	<u>0.00</u>	<u>0.00</u>
Long-Term Liabilities		
Total Long-Term Liabilities	<u>0.00</u>	<u>0.00</u>
Total Liabilities	<u>0.00</u>	<u>0.00</u>
Net Assets		
Restricted Fund Balance	1,144,000.00	1,380,446.73
Unrestricted Fund Balance	<u>1,666,336.19</u>	<u>1,505,879.61</u>
Total Net Assets	<u>2,810,336.19</u>	<u>2,886,326.34</u>
Total Liabilities and Net Assets	<u>\$ 2,810,336.19</u>	<u>\$ 2,886,326.34</u>

City of Searcy A&P Tax Commission Income Statement

	1 Month Ended May 31, 2026	1 Month Ended May 31, 2025	5 Months Ended May 31, 2026	5 Months Ended May 31, 2025
Sales				
A&P Tax Collection - Lodging	\$ 38,715.71	\$ 28,878.12	\$ 170,156.27	\$ 136,926.31
A&P Tax Collection - Prepared Foods	114,711.16	106,809.44	560,420.64	520,190.64
Interest & Penalties on late payments	606.25	0.00	2,445.44	525.67
Early payment discounts	(2,301.81)	(2,445.76)	(11,380.84)	(12,557.23)
Less Returns and Allowances	0.00	0.00	(2,582.49)	0.00
Total Sales	<u>151,731.31</u>	<u>133,241.80</u>	<u>719,059.02</u>	<u>645,085.39</u>
Cost of Goods Sold				
Bond Payment to City	82,356.21	83,293.64	414,593.34	166,587.28
Searcy Youth Baseball & Softball \$25,000.00	0.00	7,500.00	0.00	12,500.00
Creative Group of AR N.Y.E. - \$15,000.00	0.00	0.00	0.00	14,951.55
Creative Group of AR - Family Film Festival - \$15,000.00	0.00	14,965.90	0.00	14,965.90
Purchasing New Bleachers for Sports Complex - \$82,846.26	0.00	0.00	0.00	82,846.26
2025 AR Master Gardener Conference	0.00	736.01	0.00	941.69
Special Olympics Funding 2025 - \$25,000	0.00	0.00	25,000.00	0.00
CGA - Beats & Eats Cinco De Mayo 2025 - \$5,800	0.00	5,780.69	0.00	5,780.69
CGA - United We Stand - \$55,000	0.00	0.00	0.00	25,000.00
4th of July 2026-65,000.00	0.00	0.00	35,000.00	0.00
White County Fairboard 2025-12,000.00	12,000.00	0.00	12,000.00	0.00
Main Street Searcy- Get Down Downtown	0.00	0.00	95,000.00	0.00
Little Red River Ozark College Rodeo	0.00	0.00	7,000.00	0.00
Searcy Parks and Recreation	9,000.00	0.00	27,000.00	0.00
Searcy School District	25,000.00	0.00	25,000.00	0.00
Searcy Holiday of Lights	35,000.00	0.00	35,000.00	0.00
Arkansas State Golf Assn.	5,000.00	0.00	5,000.00	0.00
Total Cost of Goods Sold	<u>168,356.21</u>	<u>112,276.24</u>	<u>680,593.34</u>	<u>323,573.37</u>
Gross Profit	<u>(16,624.90)</u>	<u>20,965.56</u>	<u>38,465.68</u>	<u>321,512.02</u>
Operating Expenses				
Legal Services	0.00	0.00	3,300.00	2,550.00
Administrative Services	0.00	0.00	0.00	42,230.79
Professional Services	3,035.00	5,405.00	16,983.00	16,002.00
Social Media Content & Advertising	0.00	0.00	1,800.00	0.00
Office Supplies	0.00	0.00	0.00	277.84
Bank fees	140.40	142.03	1,681.57	1,062.32
Merchant fees	93.00	74.00	551.00	385.00
Website and Social Media Expense	9,870.50	11,385.00	56,460.50	59,225.00
Total Operating Expenses	<u>13,138.90</u>	<u>17,006.03</u>	<u>80,776.07</u>	<u>121,732.95</u>
Operating Income (Loss)	<u>(29,763.80)</u>	<u>3,959.53</u>	<u>(42,310.39)</u>	<u>199,779.07</u>
Other Income (Expenses)				
Interest Income on Deposits	2,580.62	2,531.78	15,185.82	11,526.34
Total Other Income (Expenses)	<u>2,580.62</u>	<u>2,531.78</u>	<u>15,185.82</u>	<u>11,526.34</u>
Net Income (Loss) Before Taxes	<u>(27,183.18)</u>	<u>6,491.31</u>	<u>(27,124.57)</u>	<u>211,305.41</u>
Net Income (Loss)	<u>\$ (27,183.18)</u>	<u>\$ 6,491.31</u>	<u>\$ (27,124.57)</u>	<u>\$ 211,305.41</u>

1
No assurance is provided

Supplemental Information

City of Searcy A&P Tax Commission Income Statement Most Recent 12 Months

	06/30/25	07/31/25	08/31/25	09/30/25	10/31/25	11/30/25	12/31/25	01/31/26	02/28/26	03/31/26	04/30/26	05/31/26	Total
Sales													
A&P Tax Collection - Lodging	\$ 37,625.63	\$ 33,832.72	\$ 30,570.50	\$ 35,456.78	\$ 33,825.53	\$ 37,274.69	\$ 29,791.10	\$ 30,639.74	\$ 28,151.75	\$ 33,352.52	\$ 39,296.55	\$ 38,715.71	\$ 408,533.22
A&P Tax Collection - Prepared Foods	112,194.58	120,186.17	107,471.83	117,144.63	102,448.60	107,881.37	103,046.91	108,609.41	105,196.15	110,377.13	121,526.79	114,711.16	1,330,794.73
Interest & Penalties on late payments	0.00	394.65	271.82	194.03	1,582.06	1,157.01	412.19	538.91	767.13	327.73	205.42	606.25	6,457.20
Early payment discounts	(2,928.10)	(2,408.14)	(2,529.51)	(2,623.44)	(1,610.60)	(2,736.02)	(2,278.47)	(2,181.62)	(2,106.84)	(2,232.33)	(2,558.24)	(2,301.81)	(28,495.12)
Miscellaneous	0.00	0.00	0.00	0.00	0.00	0.00	823.54	0.00	0.00	0.00	0.00	0.00	823.54
Less Returns and Allowances	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	(2,582.49)	0.00	(2,582.49)
Total Sales	146,892.11	152,005.40	135,784.64	150,172.00	136,245.59	143,577.05	131,795.27	137,606.44	132,008.19	141,825.05	155,888.03	151,731.31	1,715,531.08
Cost of Goods Sold													
Bond Payment to City	83,293.64	83,293.64	83,293.64	83,293.64	83,293.64	83,293.64	83,293.64	83,293.64	83,293.64	83,293.64	82,356.21	82,356.21	997,648.82
City of Searcy Basketball Courts - \$177,100.00	0.00	0.00	0.00	245,600.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	245,600.00
2025 AR Master Gardener Conference	0.00	19,058.31	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	19,058.31
Special Olympics Funding 2025 - \$25,000	0.00	0.00	0.00	0.00	0.00	0.00	0.00	25,000.00	0.00	0.00	0.00	0.00	25,000.00
CGA - United We Stand - \$55,000	17,025.00	12,975.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	30,000.00
Searcy Holiday of Lights - \$15,000	15,000.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	15,000.00
Get Down Downtown - \$65,000.00	0.00	0.00	0.00	65,000.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	65,000.00
Searcy Parks & Rec - Fall Ball	0.00	0.00	0.00	6,000.00	0.00	3,000.00	0.00	0.00	0.00	0.00	0.00	0.00	9,000.00
\$18,000.00	0.00	0.00	0.00	0.00	0.00	6,000.00	0.00	0.00	0.00	0.00	0.00	0.00	6,000.00
CK Rodeo, LLC-6,000.00	0.00	0.00	0.00	0.00	0.00	0.00	10,000.00	0.00	0.00	0.00	0.00	0.00	10,000.00
First Robotics-10,000.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
4th of July 2026-65,000.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	15,000.00	10,000.00	10,000.00	0.00	35,000.00
White County Fairboard-2025-12,000.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	12,000.00	12,000.00
Main Street Searcy- Get Down Downtown	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	95,000.00	0.00	0.00	95,000.00
Little Red River Ozark College Rodeo	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	7,000.00	0.00	0.00	7,000.00
Searcy Parks and Recreation	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	9,000.00	9,000.00	9,000.00	27,000.00
Searcy School District	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	25,000.00	25,000.00
Searcy Holiday of Lights	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	35,000.00	35,000.00
Arkansas State Golf Assn.	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5,000.00	5,000.00
Total Cost of Goods Sold	115,318.64	115,336.95	83,293.64	399,893.64	83,293.64	92,293.64	93,293.64	108,293.64	98,293.64	204,293.64	101,356.21	168,356.21	1,663,307.13
Gross Profit	31,573.47	36,678.45	52,491.00	(249,721.64)	52,951.95	51,283.41	38,501.63	29,312.80	33,714.55	(62,468.59)	54,531.82	(16,624.90)	52,223.95
Operating Expenses													
Legal Services	1,050.00	75.00	825.00	0.00	2,925.00	2,425.00	1,742.50	75.00	225.00	1,425.00	1,575.00	0.00	12,342.50
Professional Services	3,010.00	3,450.00	3,265.00	3,450.00	3,340.00	3,435.00	3,830.00	3,523.00	3,240.00	3,340.00	3,845.00	3,035.00	40,763.00
Social Media Content & Advertising	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,800.00	0.00	1,800.00
Bank fees	889.50	580.65	143.76	140.60	144.17	142.21	54.80	727.94	142.73	146.62	523.88	140.40	3,777.26
Merchant fees	85.00	84.00	93.00	83.00	95.00	85.00	0.00	173.00	94.00	90.00	101.00	93.00	1,076.00

**City of Searcy A&P Tax Commission
Income Statement
Most Recent 12 Months**

	06/30/25	07/31/25	08/31/25	09/30/25	10/31/25	11/30/25	12/31/25	01/31/26	02/28/26	03/31/26	04/30/26	05/31/26	Total
Website and Social Media Expense	10,611.00	10,335.00	7,935.00	10,035.00	12,585.00	29,125.00	19,435.00	13,535.00	11,985.00	12,335.00	8,735.00	9,870.50	156,521.50
Total Operating Expenses	15,645.50	14,524.65	12,261.76	13,708.60	19,089.17	35,212.21	25,062.30	18,033.94	15,686.73	17,336.62	16,579.88	13,138.90	216,280.26
Operating Income (Loss)	15,927.97	22,153.80	40,229.24	(263,430.24)	33,862.78	16,071.20	13,439.33	11,278.86	18,027.82	(79,805.21)	37,951.94	(29,763.80)	(164,056.31)
Other Income (Expenses)													
Interest Income on Deposits	2,868.94	2,605.91	53,765.15	2,887.77	2,623.00	2,990.97	2,447.75	5,307.10	2,317.75	2,487.77	2,492.58	2,580.62	85,375.31
Total Other Income (Expenses)	2,868.94	2,605.91	53,765.15	2,887.77	2,623.00	2,990.97	2,447.75	5,307.10	2,317.75	2,487.77	2,492.58	2,580.62	85,375.31
Net Income (Loss) Before Taxes	18,796.91	24,759.71	93,994.39	(260,542.47)	36,485.78	19,062.17	15,887.08	16,585.96	20,345.57	(77,317.44)	40,444.52	(27,183.18)	(78,681.00)
Net Income (Loss)	\$ 18,796.91	\$ 24,759.71	\$ 93,994.39	\$ (260,542.47)	\$ 36,485.78	\$ 19,062.17	\$ 15,887.08	\$ 16,585.96	\$ 20,345.57	\$ (77,317.44)	\$ 40,444.52	\$ (27,183.18)	\$ (78,681.00)

City of Searcy A&P Tax Commission
Income Statement
Trend Analysis - Most Recent 48 Months

	June 30, 2022 through May 31, 2023	June 30, 2023 through May 31, 2024	June 30, 2024 through May 31, 2025	June 30, 2025 through May 31, 2026
Sales				
A&P Tax Collection - Lodging	\$ 369,266.25	\$ 374,704.57	\$ 368,160.40	\$ 408,533.22
A&P Tax Collection - Prepared Foods	1,160,127.02	1,221,827.71	1,252,200.10	1,330,794.73
Interest & Penalties on late payments	0.00	1,966.38	1,253.80	6,457.20
Early payment discounts	0.00	(18,190.29)	(28,934.54)	(28,495.12)
Miscellaneous	(939.57)	5.34	0.00	823.54
A&P Donations	83.80	0.00	0.00	0.00
Less Returns and Allowances	0.00	0.00	0.00	(2,582.49)
Total Sales	1,528,537.50	1,580,313.71	1,592,679.76	1,715,531.08
Cost of Goods Sold				
Bond Payment to City	0.00	0.00	166,587.28	997,648.82
White County Fair Assn - 2022	23,947.27	896.24	0.00	0.00
FIRST Robotics 2022	0.00	(32,823.01)	0.00	0.00
Parks and Rec - Trail Design	10,000.00	0.00	0.00	0.00
United We Stand Beats & Eats	22,039.94	0.00	0.00	0.00
New Years Eve Beats & Eats	23,860.60	0.00	0.00	0.00
Searcy Recreational Sports League - Bathrooms and Fencing	19,926.65	0.00	0.00	0.00
Berryhill Tennis and Pickleball - City of Searcy	1,894,550.03	404,800.72	0.00	0.00
Pioneer Village/White County Historical Society Musuem Grant - \$34,850	23,851.67	5,017.17	0.00	0.00
Eclipse Committee - Glasses Funding \$20,000	18,199.00	0.00	0.00	0.00
Pioneer Village/White County Historical Museum	0.00	0.00	4,472.74	0.00
Searcy Youth Softball	22,631.28	0.00	0.00	0.00
Holiday of Lights - 2022	76,000.00	0.00	0.00	0.00
American Legion Baseball Improvements 2022	10,473.00	0.00	0.00	0.00
Master Plan Allocation	110,000.00	0.00	0.00	0.00
Riverview Youth Football Assoc - 2022	8,000.00	0.00	0.00	0.00
Get Down Downtown - 2022	20,585.00	0.00	0.00	0.00
Yellowball Fast Pitch Classic June 2022	4,000.00	0.00	0.00	0.00
Good Morning Arkansas 1hr segment 2022	7,500.00	0.00	0.00	0.00
Harding Academy - Robotics Event 2022	6,824.39	0.00	0.00	0.00
Billboard for Get Down Downtown	1,595.00	0.00	0.00	0.00
Stage Wall of Events Center	30,000.00	0.00	0.00	0.00
Spring Street Lights	13,056.69	0.00	0.00	0.00
Searcy Recreational Sports League - Fall Baseball	40,599.93	0.00	0.00	0.00
Trick-Or-Treat on the Square 2022	5,000.00	0.00	0.00	0.00
Holiday of Lights 2022 - Foundation for the Future	31,266.93	0.00	0.00	0.00
Chicksaw Silver Gloves Boxing	3,000.00	0.00	0.00	0.00
Searcy Rec. League Spring 2023 Grant - \$54,396	46,183.55	8,212.45	0.00	0.00
AR State Parks, Heritage and Tourism	0.00	5,036.00	0.00	0.00
American Legion Hall Rehab Project	0.00	20,000.00	0.00	0.00
Searcy Girls Softball - SUMmer '23 Equipment \$5,526.00	5,526.00	0.00	0.00	0.00
Arkansas Robotics Regional - Creative Group	6,500.00	6,336.31	0.00	0.00
United We Stand - 2023	44,500.00	10,486.54	0.00	0.00
Eclipse Committee - "See it in Searcy" - \$70,000	2,750.00	59,878.21	700.00	0.00
2023 Parks and Rec Help - \$20,000	20,000.00	0.00	0.00	0.00
Searcy Rec Sports League - Additional Bathroom - \$3,840	0.00	3,840.00	0.00	0.00

City of Searcy A&P Tax Commission
Income Statement
Trend Analysis - Most Recent 48 Months

	June 30, 2022 through May 31, 2023	June 30, 2023 through May 31, 2024	June 30, 2024 through May 31, 2025	June 30, 2025 through May 31, 2026
Halloween on the Square - 2023 - \$5,000	0.00	5,000.00	0.00	0.00
Main Street Searcy - 2023 Get Down	0.00	66,500.00	0.00	0.00
Downtown - \$66,500				
Arkansas Special Olympics - \$25,000	0.00	25,000.00	0.00	0.00
City of Searcy Basketball Courts - \$177,100.00	0.00	0.00	0.00	245,600.00
City of Searcy Skills Park - \$10,000.00	0.00	10,000.00	0.00	0.00
City of Searcy HOL Displays '23 - \$30,000.00	25,996.92	0.00	0.00	0.00
Yella Ball Industries Inc. - \$4,000.00	0.00	4,000.00	0.00	0.00
Beats & Eats - Eclipse \$60,000.00	0.00	60,000.00	0.00	0.00
White County Historical Society & Pioneer Village Eclipse \$2,200.00	0.00	0.00	2,146.99	0.00
Arkansas Love Where You Live Guide	0.00	2,833.33	0.00	0.00
Good Morning Arkansas	0.00	8,500.00	0.00	0.00
New Year's Eve Bash	0.00	21,130.54	173.18	0.00
Lighting up Downtown Courthouse	0.00	23,500.00	0.00	0.00
Creative Group of AR/FIRST in Arkansas	0.00	10,000.00	0.00	0.00
Searcy School District - State Basketball Tourney \$25,000.00	0.00	25,000.00	0.00	0.00
Main Street Searcy - Downton Eclipse \$25,000.00	0.00	25,000.00	0.00	0.00
Get Down Downtown 2024 - Main Street Searcy \$60,000.00	0.00	60,000.00	0.00	0.00
Special Olympics AR - 2024 Summer Games \$25,000.00	0.00	0.00	25,000.00	0.00
Anything on Wheels to Benefit Make-A-Wish	0.00	500.00	0.00	0.00
United We Stand 4th of July 2024	0.00	28,250.00	25,066.77	0.00
Rodeo Events @ White County Fairgrounds	0.00	0.00	37,500.00	0.00
Cinco De Mayo Festival	0.00	6,000.00	0.00	0.00
Searcy Summer Tennis League - \$15,000.00	0.00	0.00	2,355.00	0.00
Searcy Optimist Pee-Wee Football & Cheerleading	0.00	0.00	20,000.00	0.00
Searcy Youth Baseball & Softball \$25,000.00	0.00	0.00	12,500.00	0.00
Holiday of Lights - 2024 \$8,000.00	0.00	0.00	8,000.00	0.00
Creative Group of AR N.Y.E. - \$15,000.00	0.00	0.00	14,951.55	0.00
FIRST Robotics - \$10,000.00	0.00	0.00	10,000.00	0.00
Creative Group of AR - Family Film Festival - \$15,000.00	0.00	0.00	14,965.90	0.00
Purchasing New Bleachers for Sports Complex - \$82,846.26	0.00	0.00	82,846.26	0.00
2025 AR Master Gardener Conference	0.00	0.00	941.69	19,058.31
Special Olympics Funding 2025 - \$25,000	0.00	0.00	0.00	25,000.00
CGA - Beats & Eats Cinco De Mayo 2025 - \$5,800	0.00	0.00	5,780.69	0.00
CGA - United We Stand - \$55,000	0.00	0.00	25,000.00	30,000.00
Searcy Holiday of Lights - \$15,000	0.00	0.00	0.00	15,000.00
Get Down Downtown - \$65,000.00	0.00	0.00	0.00	65,000.00
Searcy Parks & Rec - Fall Ball \$18,000.00	0.00	0.00	0.00	9,000.00
CK Rodeo, LLC-6,000.00	0.00	0.00	0.00	6,000.00
First Robotics-10,000.00	0.00	0.00	0.00	10,000.00
4th of July 2026-65,000.00	0.00	0.00	0.00	35,000.00
White County Fairboard 2025-12,000.00	0.00	0.00	0.00	12,000.00
Main Street Searcy- Get Down Downtown	0.00	0.00	0.00	95,000.00
Little Red River Ozark College Rodeo	0.00	0.00	0.00	7,000.00
Searcy Parks and Recreation	0.00	0.00	0.00	27,000.00
Searcy School District	0.00	0.00	0.00	25,000.00
Searcy Holiday of Lights	0.00	0.00	0.00	35,000.00
Arkansas State Golf Assn.	0.00	0.00	0.00	5,000.00

City of Searcy A&P Tax Commission
Income Statement
Trend Analysis - Most Recent 48 Months

	June 30, 2022 through May 31, 2023	June 30, 2023 through May 31, 2024	June 30, 2024 through May 31, 2025	June 30, 2025 through May 31, 2026
Total Cost of Goods Sold	2,578,363.85	872,894.50	458,988.05	1,663,307.13
Gross Profit	(1,049,826.35)	707,419.21	1,133,691.71	52,223.95
Operating Expenses				
Legal Services	6,225.00	15,750.00	8,925.00	12,342.50
Administrative Services	36,886.01	39,468.03	42,230.79	0.00
Professional Services	28,870.75	33,576.00	35,207.00	40,763.00
Social Media Content & Advertising	0.00	0.00	0.00	1,800.00
Office Supplies	0.00	0.00	277.84	0.00
Printing	0.00	1,227.00	0.00	0.00
Bank fees	7,660.65	6,719.18	2,439.05	3,777.26
Merchant fees	0.00	5,584.50	936.00	1,076.00
Website and Social Media Expense	0.00	83,375.00	141,960.50	156,521.50
Total Operating Expenses	79,642.41	185,699.71	231,976.18	216,280.26
Operating Income (Loss)	(1,129,468.76)	521,719.50	901,715.53	(164,056.31)
Other Income (Expenses)				
Interest Income on Deposits	4,333.51	23,624.14	52,877.69	85,375.31
Total Other Income (Expenses)	4,333.51	23,624.14	52,877.69	85,375.31
Net Income (Loss) Before Taxes	(1,125,135.25)	545,343.64	954,593.22	(78,681.00)
Net Income (Loss)	\$ (1,125,135.25)	\$ 545,343.64	\$ 954,593.22	\$ (78,681.00)

City of Searcy A&P Tax Commission

Trial Balance

			5 Months Ended May 31, 2026
Account	Type	Description	
1002	A	Revenue Fund - FSB	332,317.58
1003	A	Savings Account - Simmons	1,268,607.75
1004	A	Operating Account - FSB	158,437.09
1103	A	CD Reserve	1,050,973.77
3000	Q	Fund Balance - Unrestricted	(1,693,460.76)
3001	Q	Fund Balance - Restricted	(1,144,000.00)
4-000-10-01	R	A&P Tax Collection - Lodging	(170,156.27)
4-000-10-02	R	A&P Tax Collection - Prepared Foods	(560,420.64)
4-000-10-10	R	Interest & Penalties on late payments	(2,445.44)
4-000-10-11	R	Early payment discounts	11,380.84
4-000-50-01	R	Interest Income on Deposits	(15,185.82)
4-000-90-99	R	Refund for overpayment	2,582.49
5-000-00-00	E	Bond Payment to City	414,593.34
5-25-02-02	E	Special Olympics Funding 2025 - \$25,000	25,000.00
5-25-11-03	E	4th of July 2026-65,000.00	35,000.00
5-25-11-04	E	White County Fairboard 2025-12,000.00	12,000.00
5-26-02-01	E	Main Street Searcy- Get Down Downtown	95,000.00
5-26-02-02	E	Little Red River Ozark College Rodeo	7,000.00
5-26-02-03	E	Searcy Parks and Recreation	27,000.00
5-26-03-01	E	Searcy School District	25,000.00
5-26-05-01	E	Searcy Holiday of Lights	35,000.00
5-26-05-02	E	Arkansas State Golf Assn.	5,000.00
6-011-01-01	E	Legal Services	3,300.00
6-011-01-03	E	Professional Services	16,983.00
6-011-01-06	E	Social Media Content & Advertising	1,800.00
6-011-04-03	E	Bank fees	1,681.57
6-011-04-04	E	Merchant fees	551.00
6-011-08-21	E	Website and Social Media Expense	56,460.50
Totals			<u>0.00</u>
Net Profit/(Loss)			<u>(27,124.57)</u>

City of Searcy A&P Tax Commission

General Ledger TWA

May 1, 2026 - May 31, 2026

Date	Reference	Journal	Description	Beginning Balance	Current Amount	Period End Balance
1002 Revenue Fund - FSB				263,121.73		
05/31/26	5.01		May Deposits		151,731.31	
05/31/26	5.02		May Bond Transfer		(82,356.21)	
05/31/26	BAR		Account Analysis Chrg		(86.25)	
05/31/26	BAR		JP NCR Invoice		0.00	
05/31/26	BAR		Return Payment		0.00	
05/31/26	BAR		Service Charge		0.00	
05/31/26	BAR		EDI Payments		(93.00)	
05/31/26	BAR		IRS		0.00	
05/31/26	BAR		AR DFA		0.00	
Totals for 1002					69,195.85	332,317.58
1003 Savings Account - Simmons				1,266,081.28		
05/31/26	BAR		Acct. Analysis Chrg		(54.15)	
05/31/26	BAR		Interest Deposit		2,580.62	
05/31/26	BAR		Account Activity		0.00	
05/31/26	BAR		Account Activity		0.00	
Totals for 1003					2,526.47	1,268,607.75
1004 Operating Account - FSB				257,342.59		
05/07/26	1153		Cassard Camps, LLC		(3,000.00)	
05/07/26	1154		Joshua King		(3,000.00)	
05/07/26	1155		Blansett & Associates		(3,035.00)	
05/07/26	1156		Pugh Communications		(9,370.50)	
05/19/26	1157		Searcy Special School District		(25,000.00)	
05/19/26	1159		City of Searcy		(35,000.00)	
05/20/26	1160		Cassard Camps, LLC		(3,000.00)	
05/28/26	1162		Ozark Gateway Tourist Council, Inc.		(500.00)	
05/28/26	1163		White County Fair Association		(12,000.00)	
05/31/26	1161		Arkansas State Golf Association		(5,000.00)	
05/31/26	BAR		Stop Payment Fee		0.00	
Totals for 1004					(98,905.50)	158,437.09
1103 CD Reserve				1,050,973.77		
Totals for 1103					0.00	1,050,973.77
1120 Accounts Recievable				0.00		
05/31/26	BAR		IRS		0.00	
05/31/26	BAR		AR DFA		0.00	
Totals for 1120					0.00	0.00
3000 Fund Balance - Unrestricted				(1,650,460.76)		
05/31/26	BA.25.5.1		Adjust restricted Net Assets		(43,000.00)	
Totals for 3000					(43,000.00)	(1,693,460.76)
3001 Fund Balance - Restricted				(1,187,000.00)		
05/31/26	BA.25.5.1		Adjust restricted Net Assets		43,000.00	
Totals for 3001					43,000.00	(1,144,000.00)
4-000-10-01 A&P Tax Collection - Lodging				(131,440.56)		
05/31/26	5.01		May Deposits		(38,715.71)	
Totals for 4-000-10-01					(38,715.71)	(170,156.27)
4-000-10-02 A&P Tax Collection - Prepared Foods				(445,709.48)		
05/31/26	5.01		May Deposits		(115,805.50)	
05/31/26	5.01		May Deposits-Account Balances		1,094.34	
05/31/26	BAR		Return Payment		0.00	

City of Searcy A&P Tax Commission General Ledger TWA

May 1, 2026 - May 31, 2026

Date	Reference	Journal	Description	Beginning Balance	Current Amount	Period End Balance
Totals for 4-000-10-02					(114,711.16)	(560,420.64)
4-000-10-10	Interest & Penalties on late payments			(1,839.19)		
05/31/26	5.01		May Deposits		(606.25)	
Totals for 4-000-10-10					(606.25)	(2,445.44)
4-000-10-11	Early payment discounts			9,079.03		
05/31/26	5.01		May Deposits		2,301.81	
Totals for 4-000-10-11					2,301.81	11,380.84
4-000-50-01	Interest Income on Deposits			(12,605.20)		
05/31/26	BAR		Interest Deposit		(2,580.62)	
Totals for 4-000-50-01					(2,580.62)	(15,185.82)
4-000-90-99	Refund for overpayment			2,582.49		
Totals for 4-000-90-99					0.00	2,582.49
5-000-00-00	Bond Payment to City			332,237.13		
05/31/26	5.02		May Bond Transfer		82,356.21	
Totals for 5-000-00-00					82,356.21	414,593.34
5-25-02-02	Special Olympics Funding 2025 - \$25,000			25,000.00		
Totals for 5-25-02-02					0.00	25,000.00
5-25-11-03	4th of July 2026-65,000.00			35,000.00		
Totals for 5-25-11-03					0.00	35,000.00
5-25-11-04	White County Fairboard 2025-12,000.00			0.00		
05/28/26	1163		White County Fair Association		12,000.00	
Totals for 5-25-11-04					12,000.00	12,000.00
5-26-02-01	Main Street Searcy- Get Down Downtown			95,000.00		
Totals for 5-26-02-01					0.00	95,000.00
5-26-02-02	Little Red River Ozark College Rodeo			7,000.00		
Totals for 5-26-02-02					0.00	7,000.00
5-26-02-03	Searcy Parks and Recreation			18,000.00		
05/07/26	1153		Cassard Camps, LLC		3,000.00	
05/07/26	1154		Joshua King		3,000.00	
05/20/26	1160		Cassard Camps, LLC		3,000.00	
Totals for 5-26-02-03					9,000.00	27,000.00
5-26-03-01	Searcy School District			0.00		
05/19/26	1157		Searcy Special School District		25,000.00	
Totals for 5-26-03-01					25,000.00	25,000.00
5-26-05-01	Searcy Holiday of Lights			0.00		
05/19/26	1159		City of Searcy		35,000.00	
Totals for 5-26-05-01					35,000.00	35,000.00
5-26-05-02	Arkansas State Golf Assn.			0.00		
05/31/26	1161		Arkansas State Golf Association		5,000.00	
Totals for 5-26-05-02					5,000.00	5,000.00
6-011-01-01	Legal Services			3,300.00		

City of Searcy A&P Tax Commission

General Ledger TWA

May 1, 2026 - May 31, 2026

Date	Reference	Journal	Description	Beginning Balance	Current Amount	Period End Balance
Totals for 6-011-01-01					0.00	3,300.00
6-011-01-03 Professional Services				13,948.00		
05/07/26	1155		Blansett & Associates		3,035.00	
Totals for 6-011-01-03					3,035.00	16,983.00
6-011-01-06 Social Media Content & Advertising				1,800.00		
Totals for 6-011-01-06					0.00	1,800.00
6-011-04-03 Bank fees				1,541.17		
05/31/26	BAR		Account Analysis Chrg		86.25	
05/31/26	BAR		Service Charge		0.00	
05/31/26	BAR		Stop Payment Fee		0.00	
05/31/26	BAR		Acct. Analysis Chrg		54.15	
05/31/26	BAR		Account Activity		0.00	
05/31/26	BAR		Account Activity		0.00	
Totals for 6-011-04-03					140.40	1,681.57
6-011-04-04 Merchant fees				458.00		
05/31/26	BAR		JP NCR Invoice		0.00	
05/31/26	BAR		EDI Payments		93.00	
Totals for 6-011-04-04					93.00	551.00
6-011-08-21 Website and Social Media Expense				46,590.00		
05/07/26	1156		Pugh Communications		9,370.50	
05/28/26	1162		Ozark Gateway Tourist Council, Inc.		500.00	
Totals for 6-011-08-21					9,870.50	56,460.50
Report Total						0.00
Net Profit/(Loss)						
Current Period			(27,183.18)			
Year-to-Date			(27,124.57)			

Distribution count = 54

SEARCY ADVERTISING AND TOURISM PROMOTION COMMISSION
GRANT FUNDING REQUESTS

Entity Awarded Allocation	Date Approved	Closed Grant	Allocation Amount	2026					Total Spent	Allocation Remaining
				Jan	Feb	Mar	Apr	May		
			PLEDGE EXPENDITURES							
Beats and Eats - 4th of July 2026 - \$65,000	11/18/2025		\$ 65,000.00		\$ 15,000.00	\$ 10,000.00	\$ 10,000.00		\$ 35,000.00	\$ 30,000.00
Searcy Beautification Committee - Flags for Main	2/3/2026		\$ 45,000.00						\$ -	\$ 45,000.00
Searcy Parks and Rec - 2026 Baseball/Softball Tournaments	2/24/2026		\$ 66,000.00		\$ 9,000.00	\$ 9,000.00	\$ 9,000.00	\$ 9,000.00	\$ 27,000.00	\$ 39,000.00
Special Olympics of Arkansas - 2026 Games	4/28/2026		\$ 30,000.00						\$ -	\$ 30,000.00
Searcy Holiday of Lights	5/19/2026		\$ 35,000.00					\$ 35,000.00	\$ 35,000.00	\$ -
Arkansas State Golf Assn - Jr Golf Match Play	5/19/2026		\$ 5,000.00					\$ 5,000.00	\$ 5,000.00	\$ -
Yearly A&P Bond Debt Service	1/1/2025		\$ 1,000,000.00	\$ 83,293.64	\$ 83,293.64	\$ 83,293.64	\$ 83,293.64	\$ 83,293.64	\$ 416,468.20	\$ 1,000,000.00
									\$ -	\$ -
Total Spent per month				\$ 108,293.64	\$ 98,293.64	\$ 204,293.64	\$ 102,293.64	\$ 169,293.64	Remaining Allocated	\$ 1,144,000.00

SEARCY ADVERTISING AND TOURISM PROMOTION COMMISSION
GRANT FUNDING REQUESTS

Entity Awarded Allocation	Date Approved	Closed Grant	Allocation Amount	2026					Total Spent	Allocation Remaining
				Jan	Feb	Mar	Apr	May		
			PLEDGE EXPENDITURES							
Experience the Revolution		X	\$ 41,090.00						\$ 41,090.00	\$ -
Get Down Downtown - 2019		X	\$ 55,000.00						\$ 55,000.00	\$ -
Parks & Rec - Playground Mulch		X	\$ 6,369.00						\$ 6,369.00	\$ -
Holiday of Lights Improvements - 2019		X	\$ 26,805.17						\$ 26,805.17	\$ -
Boys Baseball Program		X	\$ 91,306.56						\$ 91,306.56	\$ -
Searcy Visitors Guide - Chamber of Commerce		X	\$ 2,100.00						\$ 2,100.00	\$ -
Holiday of Lights Video		X	\$ 4,000.00						\$ 4,000.00	\$ -
Special Election Costs		X	\$ 4,570.40						\$ 4,570.40	\$ -
Riverside Park Expansion		X	\$ 50,000.00						\$ 50,000.00	\$ -
Optimist Club - PeeWee Football	4/28/2021	X	\$ 30,000.00						\$ 30,000.00	\$ -
Main Street Searcy - Legion Hut Project	3/3/2021	X	\$ 40,000.00						\$ 40,000.00	\$ -
Searcy Chamber - Newcomer's Guide	9/2/2020	X	\$ 45,000.00						\$ 45,000.00	\$ -
Jessie James Foundation	3/3/2021	X	\$ 10,000.00						\$ 10,000.00	\$ -
White County Fair - \$50,000	1/6/2021	X	\$ 50,000.00						\$ 50,000.00	\$ -
Beats & Eats - 4th of July	4/28/2021	X	\$ 45,000.00						\$ 45,000.00	\$ -
Sports Complex Employees	4/28/2021	X	\$ 45,000.00						\$ 45,000.00	\$ -
Arkansas Guide Ad - Chamber	6/29/2021	X	\$ 3,000.00						\$ 3,000.00	\$ -
Kids Boxing event - Carmichael	6/29/2021	X	\$ 2,000.00						\$ 2,000.00	\$ -
Adult Softball Temporary fencing	7/27/2021	X	\$ 10,000.00						\$ 10,000.00	\$ -
Parks and Rec - Trail Design	7/27/2021	X	\$ 10,000.00						\$ 10,000.00	\$ -
Creative Group of Arkansas - Robotics Competition	8/31/2021	X	\$ 7,000.00						\$ 7,000.00	\$ -
City of Searcy - Beats & Eats New Years	9/28/2021	X	\$ 24,000.00						\$ 24,000.00	\$ -
Searcy Holiday of Lights 2021	9/28/2021	X	\$ 55,000.00						\$ 55,000.00	\$ -
Main Street Searcy - Trunk or Treat	9/28/2021	X	\$ 5,000.00						\$ 5,000.00	\$ -
City of Searcy - Berryhill Farms & Fieldball, w/ c/o 1.3.4	12/28/2021	X	\$ 2,299,350.75						\$ 2,299,350.75	\$ -
First Robotics Group	1/25/2022	X	\$ 66,000.00						\$ 66,000.00	\$ -
Searcy Baseball	1/25/2022	X	\$ 49,840.00						\$ 49,840.00	\$ -
White County Fair - 2022 Grant application	1/25/2022	X	\$ 73,500.00						\$ 73,500.00	\$ -
Beats and Eats - Tinker Fest 2022	2/22/2022	X	\$ 10,000.00						\$ 10,000.00	\$ -
Beats and Eats - 4th of July 2022	2/22/2022	X	\$ 55,000.00						\$ 55,000.00	\$ -
Beats and Eats - NYE 2022	2/22/2022	X	\$ 25,000.00						\$ 25,000.00	\$ -
Searcy Chamber - 2022 Newcomer's Guide	3/29/2022	X	\$ 17,000.00						\$ 17,000.00	\$ -
Searcy Parks and Rec - Swim Center Timing System	3/29/2022	X	\$ 17,660.00						\$ 17,660.00	\$ -
Searcy Baseball - Fencing and Bathroom Rental	3/29/2022	X	\$ 47,860.00						\$ 47,860.00	\$ -
City of Searcy - Parks and Rec Mowing	4/26/2022	X	\$ 20,000.00						\$ 20,000.00	\$ -
Searcy Regional Chamber - Radio Ads	4/26/2022	X	\$ 3,142.00						\$ 3,142.00	\$ -
American Legion - Searcy Baseball	5/31/2022	X	\$ 10,473.00						\$ 10,473.00	\$ -
City of Searcy - Softball Grant	5/31/2022	X	\$ 22,631.28						\$ 22,631.28	\$ -
Holiday of Lights - 2022 New Displays	5/31/2022	X	\$ 76,000.00						\$ 76,000.00	\$ -
City of Searcy - Master Plan allocation	5/31/2022	X	\$ 110,000.00						\$ 110,000.00	\$ -
Yellowball Fast Pitch Classic	6/3/2022	X	\$ 4,000.00						\$ 4,000.00	\$ -
Riverview Youth Football Association	6/28/2022	X	\$ 8,000.00						\$ 8,000.00	\$ -
Main Street Searcy - Get Down Downtown	6/28/2022	X	\$ 20,585.00						\$ 20,585.00	\$ -

Chamber of Commerce - Good Morning Arkansas Show	7/26/2022	X	\$	7,500.00	\$	7,500.00	\$	-
Ozark Mountain Brawl Robotics Event	7/26/2022	X	\$	6,824.39	\$	6,824.39	\$	-
Searcy Recreational Sports League - WiFi/Bathroom/Overseeding	8/30/2022	X	\$	41,540.00	\$	41,540.00	\$	-
City of Searcy - Event Center Wall	8/30/2022	X	\$	30,000.00	\$	30,000.00	\$	-
City of Searcy - Billboards	8/30/2022	X	\$	1,595.00	\$	1,595.00	\$	-
City of Searcy - Spring Street Lighting	8/30/2022	X	\$	13,056.69	\$	13,056.69	\$	-
Chickasaw Crossing Boxing Club	9/27/2022	X	\$	3,000.00	\$	3,000.00	\$	-
Main Street Searcy - Halloween on the Square	9/27/2022	X	\$	5,000.00	\$	5,000.00	\$	-
Searcy Holiday of Lights 2022	9/27/2022	X	\$	48,000.00	\$	31,391.93	\$	-
White County Historical Society/Pioneer Village Grant	11/29/2022	X	\$	34,850.00	\$	33,341.58	\$	-
Eclipse Committee - Eclipse glasses	11/29/2022	X	\$	20,000.00	\$	18,199.00	\$	-
Main Street Searcy - Legion Hut Project 2, 2023	2/14/2023	X	\$	20,000.00	\$	20,000.00	\$	-
Searcy Rec Sports League - Baseball Summer 2023	2/14/2023	X	\$	54,396.00	\$	54,396.00	\$	-
Searcy Girls Softball - Summer 2023 Equipment	2/14/2023	X	\$	5,526.00	\$	5,526.00	\$	-
Searcy Regional Chamber - State Parks Tour Grant	2/14/2023	X	\$	6,000.00	\$	5,036.00	\$	-
Creative Group of Arkansas - Spring 2023 Robotics Tournament	2/21/2023	X	\$	49,147.98	\$	12,836.31	\$	-
Creative Group of Arkansas - 4th of July 2023 Grant	2/21/2023	X	\$	55,000.00	\$	54,986.54	\$	-
Eclipse Committee - \$70,000 A&P Match	3/28/2023	X	\$	70,000.00	\$	62,137.36	\$	-
2023 Parks and Rec Help	4/25/2023	X	\$	20,000.00	\$	20,000.00	\$	-
Searcy Rec Sports League - Bathroom Trailer	4/25/2023	X	\$	3,840.00	\$	3,840.00	\$	-
2023 Halloween on the Square	4/25/2023	X	\$	5,000.00	\$	5,000.00	\$	-
Arkansas Special Olympics	4/25/2023	X	\$	66,500.00	\$	66,500.00	\$	-
City of Searcy - Basketball Courts @ Carmichael	4/25/2023	X	\$	25,000.00	\$	25,000.00	\$	-
City of Searcy Parks & Rec - Skills Park	5/30/2023	X	\$	245,600.00	\$	245,600.00	\$	-
Searcy HOL 2023 - display purchase	5/30/2023	X	\$	10,000.00	\$	10,000.00	\$	-
2023 Yella Ball Industries Grant	5/30/2023	X	\$	30,000.00	\$	25,996.92	\$	-
2023 Beats & Eats Funding - Eclipse party	5/30/2023	X	\$	4,000.00	\$	4,000.00	\$	-
Pioneer Village Funding - Eclipse	6/27/2023	X	\$	60,000.00	\$	60,000.00	\$	-
Searcy Chamber of Commerce - State Parks and Tourism Familir	8/29/2023	X	\$	2,200.00	\$	2,146.99	\$	-
Searcy Chamber of Commerce - Love Where You Live Ad	8/29/2023	X	\$	1,460.00	\$	-	\$	-
Good Morning Arkansas - 2023	9/26/2023	X	\$	5,000.00	\$	2,833.33	\$	-
Creative Group of Arkansas - NYE 2023	9/26/2023	X	\$	8,500.00	\$	8,500.00	\$	-
Holiday of Lights - 2023 Courthouse Mapping Lighting	9/26/2023	X	\$	25,000.00	\$	22,494.57	\$	-
Arkansas Business Ad	10/31/2023	X	\$	23,500.00	\$	23,500.00	\$	-
Creative Group - Ark Regional Robotics Tournament	10/31/2023	X	\$	5,905.00	\$	-	\$	-
Searcy High Schools - State Basketball 2024 Tournament	1/30/2024	X	\$	10,000.00	\$	10,000.00	\$	-
Main Street Searcy - 2024 Get Down Downtown	1/30/2024	X	\$	25,000.00	\$	25,000.00	\$	-
Main Street Searcy - Eclipse Funding	1/30/2024	X	\$	60,000.00	\$	60,000.00	\$	-
Special Olympics - 2024 Funding	1/30/2024	X	\$	25,000.00	\$	25,000.00	\$	-
Anything on Wheels - \$500	1/30/2024	X	\$	25,000.00	\$	25,000.00	\$	-
Creative Group of Arkansas - July 4th 2024 \$55,000	2/27/2024	X	\$	500.00	\$	500.00	\$	-
White County Fair Grounds - 2024 Match with County	2/27/2024	X	\$	55,000.00	\$	53,316.77	\$	-
Creative Group of Ark - Cinco De Mayo	3/26/2024	X	\$	37,500.00	\$	37,500.00	\$	-
Searcy Summer Tennis League	4/30/2024	X	\$	6,000.00	\$	6,000.00	\$	-
Searcy Optimist Club - Football 2024 League	6/25/2024	X	\$	15,000.00	\$	-	\$	-
City of Searcy 2024 Baseball	8/27/2024	X	\$	20,000.00	\$	20,000.00	\$	-
Holiday of Lights 2024 - new displays	8/27/2024	X	\$	25,000.00	\$	5,000.00	\$	-
Beats and Eats - New Year Eve 2024	8/27/2024	X	\$	8,000.00	\$	8,000.00	\$	-
First Robotics - Spring 2025 Tournament	11/19/2024	X	\$	15,000.00	\$	14,951.55	\$	-
Creative Group of AR - Film Festival	11/19/2024	X	\$	10,000.00	\$	10,000.00	\$	-
City of Searcy - Parks and Rec Bleachers	1/7/2025	X	\$	15,000.00	\$	14,965.90	\$	-
				82,846.26	\$	82,846.26	\$	-

Master Gardeners of Searcy 2025 Convention	2/25/2025	X	\$	20,000.00		\$	20,000.00	\$	-
Special Olympics - 2025 Funding	2/25/2025	X	\$	25,000.00		\$	25,000.00	\$	-
CGA - Beats & Eats Cinco de Mayo 2025	2/25/2025	X	\$	5,800.00		\$	5,800.00	\$	-
CGA - United We Stand 2025 (\$25,000 for Fireworks)	2/25/2025	X	\$	55,000.00		\$	55,000.00	\$	-
Holiday of Lights 2025 displays	5/27/2025	X	\$	15,000.00		\$	15,000.00	\$	-
City of Searcy Parks & Rec. Baseball Tournaments	8/26/2025	X	\$	18,000.00		\$	18,000.00	\$	-
CK Rodeo LLC - New Years eve Rodeo	11/18/2025	X	\$	6,000.00		\$	6,000.00	\$	-
First Robotics - Spring 2026 Tournament - \$10,000	11/18/2025	X	\$	10,000.00		\$	10,000.00	\$	-
Beats and Eats - 4th of July 2026 - \$65,0000	11/18/2025	X	\$	65,000.00		\$	65,000.00	\$	30,000.00
White County Fairboard - 12,000	11/18/2025	X	\$	12,000.00		\$	12,000.00	\$	-
Searcy Beautification Committee - Flags for Main	2/3/2026	X	\$	45,000.00		\$	45,000.00	\$	45,000.00
2026 Get Down Downtown	2/24/2026	X	\$	95,000.00		\$	95,000.00	\$	-
Little Red River Ozark Region Funding	2/24/2026	X	\$	7,000.00		\$	7,000.00	\$	-
Searcy Parks and Rec - 2026 Baseball/Softball Tournaments	2/24/2026	X	\$	66,000.00		\$	66,000.00	\$	39,000.00
Searcy Public Schools - 2026 State Soccer Tournament	3/31/2026	X	\$	25,000.00		\$	25,000.00	\$	-
Special Olympics of Arkansas - 2026 Games	4/28/2026	X	\$	30,000.00		\$	30,000.00	\$	-
Searcy Holiday of Lights	5/19/2026		\$	35,000.00		\$	35,000.00	\$	-
Arkansas State Golf Assn - Jr. Golf Match Play	5/19/2026		\$	5,000.00		\$	5,000.00	\$	-
Yearly A&P Bond Debt Service	1/1/2025		\$	1,000,000.00		\$	1,000,000.00	\$	1,000,000.00
Total Spent per month				\$ 108,293.64		\$ 98,293.64	\$ 204,293.64	\$ 169,293.64	
Remaining Allocated									\$ 1,144,000.00

Formal Proposal | Visit Searcy | Food & Travel Magazine

1 message

Nadia Shapiro <nadia@foodandtravel.net>
To: apcommission@cityofsearcy.org
Cc: Tom Kane <tkane@foodandtravel.net>

Mon, Jul 20, 2026 at 2:01 PM

Hi Tommy,

Thank you again for taking the time to speak with me today. I appreciate you letting me know that your team will be meeting on **July 28th** to discuss this opportunity. I look forward to reconnecting with you that afternoon.

As promised, I've attached the formal proposal along with our **Food & Travel Magazine Media Kit** and **AdTrackerPro Media Kit** for your review.

We have an exciting opportunity to feature **Visit Searcy** in our upcoming **Fall 2026** and **Winter 2026/2027** issues of *Food & Travel Magazine*. The Fall issue will feature celebrity chef **Charlie Palmer** on the cover alongside destination stories highlighting outdoor recreation, cultural experiences, history, and culinary travel.

Searcy has an incredible story to tell. From its vibrant downtown and community events to its parks, local dining, and authentic Arkansas charm, it would make an outstanding addition to this issue.

Proposed Package Includes

Print Exposure

- Full-page advertisement in the Fall 2026 print and digital edition.
- Three-page editorial feature (600 words + 10 photos).

Digital Exposure

- Dedicated destination page on the Food & Travel website (4.8 million visits in 2025).
- Three outbound links plus a promotional video/reel distributed across our partner network.
- Social media promotion on Facebook, Instagram, and TikTok.
- Substack feature.
- Inclusion on Readly, Magzter, Zinio, and our Google and Apple News feeds.

Special Pricing

- Rate card value: **\$12,500**
- Special remnant rate: **\$6,995**

If we're able to receive a signed insertion order by **July 29th**, I'd be happy to include the **Winter 2026/2027 issue at no additional charge**, giving Visit Searcy exposure in both issues for the same investment.

Creative materials would be due during the **week of August 10th**, giving your team additional time following your meeting to gather photos and editorial content.

Arkansas is quickly becoming one of the strongest featured states in our upcoming issues, and we'd love to see destinations like **Searcy** continue building that momentum and gain even more national exposure.

Thank you again for your time. I look forward to speaking with you after your meeting on July 28th.

Best regards,

Nadia Shapiro

Director of Sales
m: 207-450-4495
nadia@foodandtravel.net
11856 Balboa Blvd #370
Granada Hills, CA 91344



2 attachments

 **Food & Travel 2026 Media Deck (5).pdf**
5404K

 **AdTrackerPRO Media Deck_1 (5).pdf**
3705K



Food & Travel

MAGAZINE

2026 MEDIA DECK

MISSION STATEMENT

Food & Travel
MAGAZINE

Food & Travel MAGAZINE

Food & Travel Magazine is a multi-platform media brand that inspires and empowers consumers to see more. Food & Travel-branded content is everywhere, reaching hundreds of thousands of consumers via our print magazine, digital version, destination videos, Google and Apple News partnerships, and social media platforms.

Food & Travel Magazine encompasses all of the elements required to craft the supreme escape. For the stylish epicurean, alluring vacation destinations are featured in concert with highlights on tantalizing cuisine, cultural experiences, and local life vividly depicted through stunning photography.

For the family, it serves as inspiration for annual vacations, and casual celebrations.



AUDIENCE SNAPSHOT

Food & Travel
MAGAZINE



PRINT AUDIENCE

600k
FOOD & TRAVEL AUDIENCE

55%
NEWSTAND AUDIENCE

\$116k
MEDIAN HOUSEHOLD INCOME

45%
SUBSCRIPTION AUDIENCE

Source Path: Curtis Circulation



DIGITAL AUDIENCE

270k
WEB SESSIONS

87k
DIGITAL REPLICAS

670k
PAGE VIEWS

500k
COMBINED SOCIAL MEDIA
IMPRESSIONS

Source Path: Facebook Twitter, Instagram, Google Analytics, AdrotatePro

AUDIENCE PROFILE

Food & Travel
MAGAZINE



AUDIENCE

Male/Female	44%/56%
Ages 25-34	41%
Ages 35-54	46%
Ages 55+	13%
Median Age	46

HOUSEHOLD EARNERS

HHI \$75,000+	40%
HHI \$100,000+	58%
HHI \$150,000+	20%
Median HHI	\$116,845
Average HHI	\$150,000+

EDUCATION

Grad College+	46%
Any College	74%
Post-Grad Degree	18%

COMMITTED TO TRAVEL

Took domestic vacation/personal trips (air or car) past yr.	50%
Took 2+ domestic vacation/personal trips past yr.	31%
Spent 7+ nights away on domestic trip in past year.	18%

GENERAL TRAVEL

Passport holders	55%
Members of a frequent flyer program	36%
Int'l past 3 years/domestic past yr.	62%





TOTAL DIGITAL IMPRESSION: 425K

- **Article Viewers** 30 Days 16.9K
- **Digital Distribution** on Issuu, Magzter, Readly, Zinio, and Magazine.com
- **Publication Issue Combined Total Page Views** 86K Pinterest Analytic Overview, 13K Impressions over 28 days, 21K Total



140K Followers
@FoodandTravelMag



60K Followers
@FoodandTravelMag



18K Followers
@FoodandTravelMag



PARTNERS & AFFILIATES

Food & Travel
MAGAZINE



APPEARING IN THESE RETAILERS AND BOOK STORES

Albertsons

BARNES
& NOBLE

BAM!
BOOKS • TOYS • TECH • MORE

Copperfield's
BOOKS

CVS

Gelson's

Harris Teeter
Neighborhood Food & Pharmacy

ingles

JOSEPH BETH
BOOKS • GIFTS • FOOD

Kroger

meijer

MOLLIE
STONE'S
MARKETS

onesource

P
Publix

Ralphs

SPROUTS
FARMERS MARKET

Walgreens

2026 EDITORIAL CALENDAR

Food & Travel
MAGAZINE



SPRING ISSUE — APRIL 7

COVER INTERVIEW

MYRON MIXON

FEATURE EDITORIAL

America in Bloom: The Most Beautiful Spring Destinations You've Never Considered

A visually rich exploration of destinations that come alive in spring, from wildflower regions and garden towns to wine country, coastal escapes, seasonal food experiences, and outdoor adventure.



SPECIAL EDITION — MAY 20

COVER INTERVIEW

ERIC RIPERT

FEATURE EDITORIAL

The New Culinary Capitals of America

A forward-looking look at the most exciting rising food cities in the United States, spotlighting chef-driven restaurants, local ingredients, breweries, wineries, and evolving culinary identity.



SUMMER ISSUE — JULY 7

COVER INTERVIEW

DANIEL BOULUD

FEATURE EDITORIAL

The Great American Escape

A lifestyle-driven travel story centered on mountains, lakes, luxury resorts, and coastal destinations that offer the perfect summer getaway through relaxation, adventure, and scenery.



FALL ISSUE — OCTOBER 7

COVER INTERVIEW

CHARLIE PALMER

FEATURE EDITORIAL

The Ultimate Fall Table

A sensory-driven journey through America's best autumn destinations, where fall foliage, harvest season, scenic dining, wine regions, and farm-driven culinary experiences come together.



HOLIDAY ISSUE — NOVEMBER 9

COVER INTERVIEW

THOMAS KELLER

FEATURE EDITORIAL

Home for the Holidays: America's Most Magical Winter Destinations

An emotional and visually rich feature on destinations that define the holiday season, from snowy towns and festive cities to luxury winter escapes, holiday traditions, and celebratory dining.



WINTER ISSUE — JANUARY

COVER INTERVIEW

ERIN FRENCH

FEATURE EDITORIAL

Winter Without Crowds: America's Most Beautiful Cold-Weather Escapes

A refined off-season travel feature focused on quiet luxury, snow-covered small towns, rugged coastal retreats, warm winter alternatives, wellness travel, and meaningful winter escapes.

Editorial schedules, article themes, and interview participation are subject to change without notice due to availability, production timelines, and circumstances beyond our control.

ANNUAL EDITORIAL PILLARS



SPRING

- Luxury Hotels & Island Resorts
- Fairs & Outdoor Festivals
- Spring Vacation Spots
- Rocky Regions & Mountainscapes
- Family Fun & Amusement Parks
- Historical Landmarks & Monuments
- Top Chef Interviews
- Bars, Pubs, Taverns & Nightclubs
- Spring Seasonal Recipes
- Entertainment "Best of" Lists
- Five-Star Epicurean Dining
- Luxury Retail Destinations
- Fitness & Mental Health
- International Vacation Cities



SUMMER

- Camping & Glamping
- Theater, Comedy & Concerts
- Summer Vacation Spots
- Southern Road Trips & The Wild West
- Water Sports & Activities
- America's National Parks & Native Lands
- Farm-to-Table & Locally-Sourced Dining
- Beer, Spirits & Cocktails
- Summer Seasonal Recipes
- Travel "Best of" Lists
- Food Trucks, Stands & Carts
- Boutiques & Thrift Stores
- Yoga & Meditation
- Eco-Friendly & Sustainable Travel



- Themed-Room Hotels & Motels
- Annual Sporting Events, Expos & Conventions
- Fall Vacation Spots
- Scenic Routes, Deserts & Captivating Coastlines
- Hiking, Climbing & Off-Road Adventures
- Zoos & Aquariums
- Kitchen & Cooking Tips
- Wine, Wineries, Distilleries & Vineyards
- Fall Seasonal Recipes
- International "Best of" Lists
- Diners, Cafés & Comfort Spots
- Skin Care Clinics & Day Spas
- Nature & Wellness Travel
- Hobby Havens, College Campuses & Tech Hubs



- Lodges, Cabins & Chalets
- Cruises & Casinos
- Winter Vacation Spots
- Beaches, Bays & Exotic Getaways
- Winter Sports
- Galleries, Museums & The Arts
- Holiday Cooking & Comfort Foods
- Breweries, Cideries & Meaderies
- Winter Seasonal Recipes
- Culinary "Best of" Lists
- Casual & Family-Style Dining
- Mom-and-Pop Shops & Holiday Spots
- Lifestyle & Wellness Eating
- Destination Weddings



AD SIZE	BLEED	LIVE/SAFETY	TRIM
Spread	16.25" x 10.75"	15.5" x 10"	16" x 10.5"
Full Page	8.25" x 10.75"	7.5" x 10"	8" x 10.5"
1/2 Horizontal	8.25" x 5.375"	7.5" x 4.625"	8" x 5.125"
1/3 Vertical	2.875" x 10.75"	2.125" x 10"	2.625" x 10.5"
1/4 Vertical	4.25" x 5.375"	3.5" x 4.625"	4" x 5.125"

PRINT & DIGITAL REQUIREMENTS

File Type: High Quality PDF

Bleed: 0.125" from trim on all sides **Safety:** 0.5" inside of trim on all sides

Binding Method: Perfect Bound **Image Resolution:** 300 dpi

Color Space: CMYK only

Fonts: Please embed all fonts

DELIVERY OF MATERIALS

Please submit materials at foodandtravel.wetransfer.com

Make sure Bleed is included in file sent.

PRINT & DIGITAL EDITORIAL DIRECTIONS

Please include the following when submitting materials for your editorial and advertisement:

- 600 Word Editorial Feature in Word Document
- 10 High Quality Photos (not all photos used)
- Advertisement Artwork (as outlined on the left)
- 1 URL Address per Advertisement
- 1 High Quality Video for Website and Social
- 1500 Character blurb for Website and Social

Additional materials might be needed based on the specifications of your advertisement deal

Food & Travel MAGAZINE

RUN	FULL PAGE	1/2 PAGE	1/3 PAGE	1/4 PAGE
1x Run	\$12,000	\$6,500	\$5,550	\$3,190
2x Run	\$10,500	\$5,800	\$4,000	\$2,950
3x Run	\$9,000	\$4,900	\$3,150	\$2,500
4x Run	\$8,000	\$4,600	\$2,800	\$1,950



Food & Travel

MAGAZINE



CONTACT

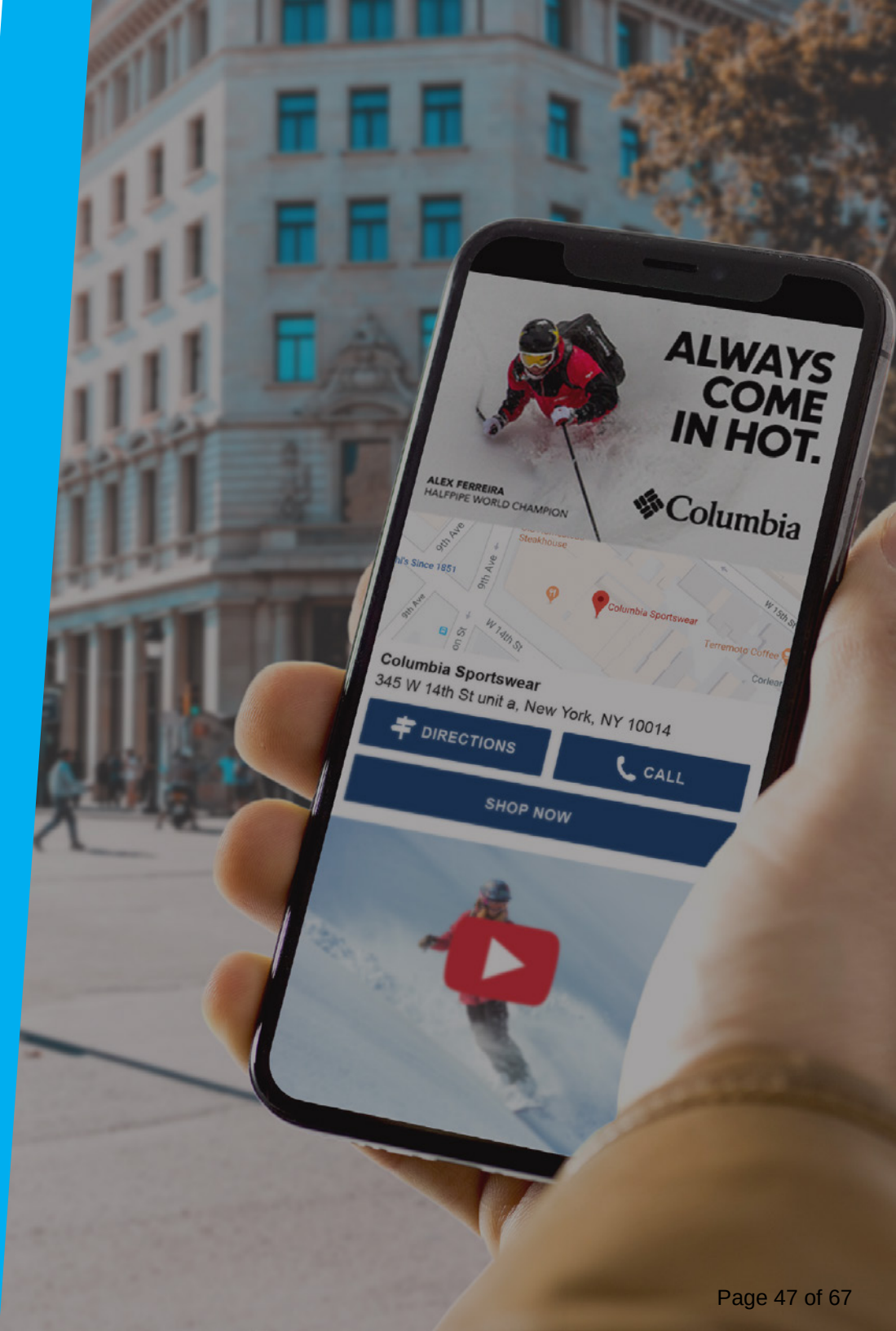
Advertise@FoodandTravel.net

FoodandTravelMagazine.com



AdTrackerPRO

Ads Manager Creative Guidelines



Mobile Creative BEST PRACTICES

Adapt to Mobile Behavior

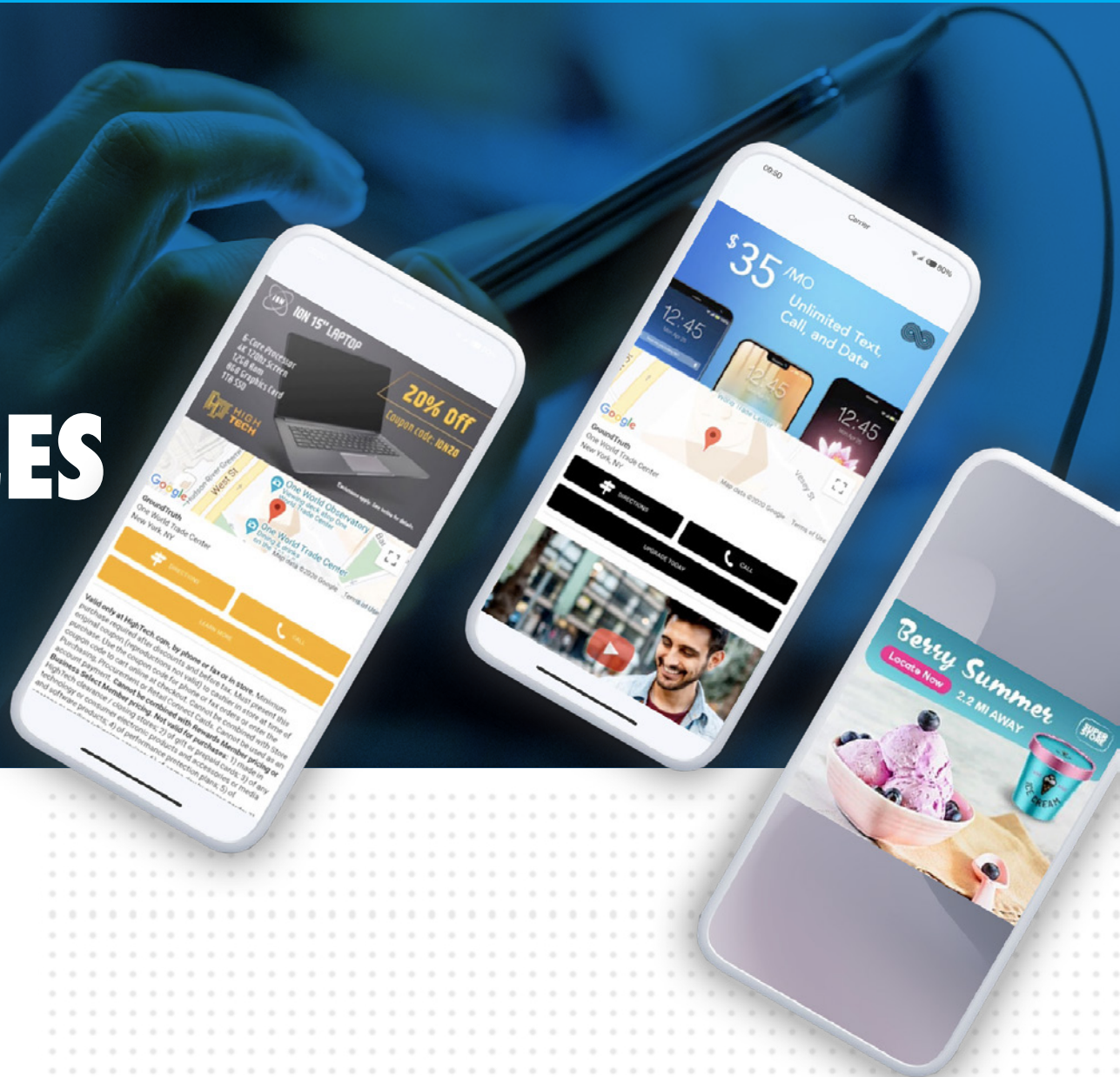
Minimize copy for users to get the message at a quick glance

Leverage Dynamic Distance

Offer relevant ad experience to improve visitation

Front-load Your Video

Include your brand and crucial message in the beginning



Display | Mobile



Image Banners

	Retina*	Standard	Retina*	Standard
Dimension	640x100	320x50	600x500	300x250
File Size	40KB max	20KB max	70KB max	40KB max

GIF Animation

Minimize number of frames to meet the file size limitations.

File Format: GIF / JPG / PNG

Dynamic Distance

Distance overlay is a dynamically populated text that indicates how far the user is from the nearest business location.

E.g.: “2.22 mi away”, “Nearest location is 2.22 mi away”

Font

- » Character: Arial, Helvetica, Georgia, Times New Roman
- » Weight: regular, bold, italic, bold italic
- » Color: provide hex color code
- » Size: 9 points minimum

Landing Page



BRANDING / HEADER

(Image must be static)

	Retina	Standard
Dimension	750x468	375x234
File Size	100KB max	50KB max

URL to 3rd party website
(Image may have 1 CTA)

DIRECTIONS & CALL

Contact list: XLS / CSV
(See page 3 for details)

ADDITIONAL CTA

Hex color code for buttons
CTA text and URL to 3rd party website
NOTE: Buttons text is available in white only

VIDEO*

URL to YouTube video

PROMO*

	Retina	Standard
Dimension	750x704	375x352
File Size	140KB max	80KB max

URL to 3rd party website
(Image may have 1 CTA)

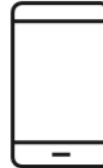
TEXT

Final copy: DOC
(There is no character count)

NOTE: Available in black text, white background
and in Arial



Landing Page | Mobile



Image

	Retina	Standard
Dimension	640x960	320x480
File Size	120KB max	70KB max

Applicable dynamic content:

- » Dynamic distance to nearest business location
- » Business name, address

Applicable interactive content:

- » YouTube embedded video
- » Call the nearest business location
- » Get directions to the nearest business location
- » Link to third party URL

NOTE: No GIF animation is allowed

Display | Tablet



Image Banners

	Retina*	Standard	Retina*	Standard
Dimension	600x500	300x250	1456x180	728x90
File Size	70KB max	40KB max	70KB max	40KB max

GIF Animation

Animation on tablet ads is not recommended due to file size limitations

File Format: GIF / JPG / PNG

Dynamic Distance

Distance overlay is a dynamically populated text that indicates how far the user is from the nearest business location.
E.g.: "2.22 mi away", "Nearest location is 2.22 mi away"

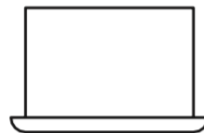
Font

- » Character: Arial, Helvetica, Georgia, Times New Roman
- » Weight: regular, bold, italic, bold italic
- » Color: provide hex color code
- » Size: 9 points minimum

Display | Desktop

Image Banners

Dimension		File Size
Retina	Standard	
600x500	300x250	150KB max
1456x180	728x90	100KB max
320x1200	160x600	150KB max
600x1200	300x600	250KB max

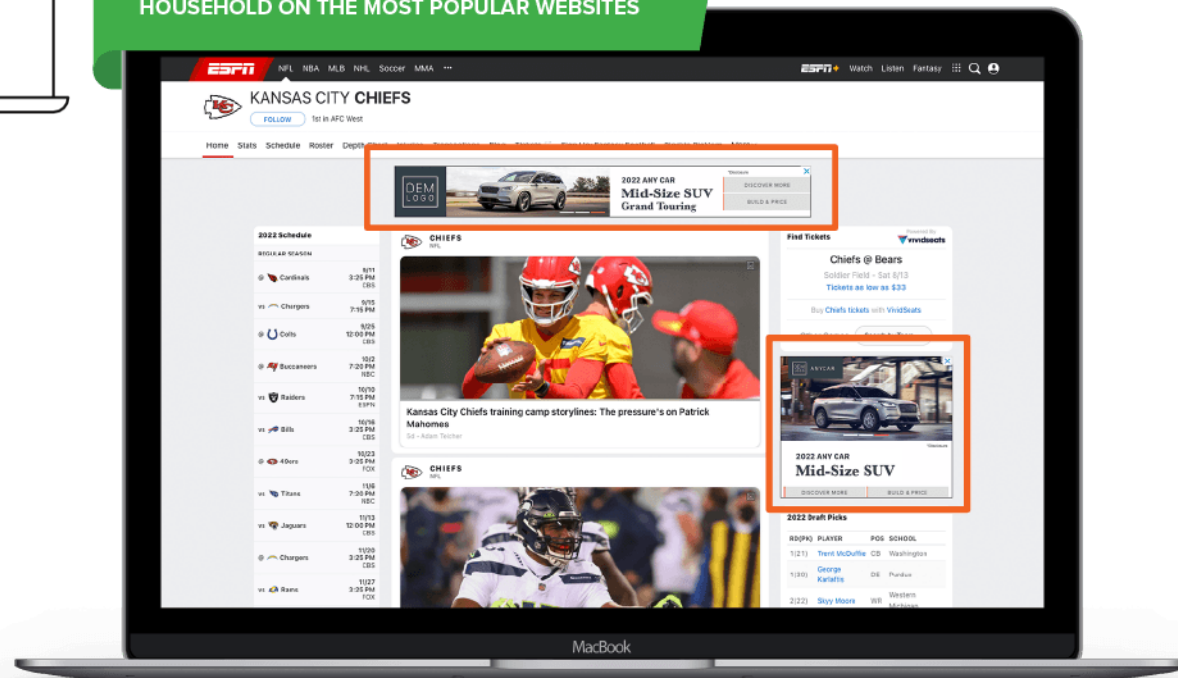


SERVE TARGETED ADS TO THE RIGHT PERSON OR HOUSEHOLD ON THE MOST POPULAR WEBSITES

GIF Animation

Minimize number of frames to meet the file size limitations

File Format: GIF / JPG / PNG



Display | Video



Pre-Roll Video

Length	:05 - :30 seconds
Dimensions	Preferred aspect ratio is 16:9. No size restriction.
File Size	< 5MB on Android, unlimited on iOS
Bitrate	512 kbps or lower
Tags	VAST 2.0 and 3.0

Connected TV

Length	:15 - :30 seconds
Dimensions	Preferred aspect ratio is 16:9 (1920x1080px, 1280x720px, 1920x1280px)
File Size	Maximum 200MB
Audio Bitrate	128 kbps or higher
Video Bitrate	2.0 mbps or high
File Format	MP4 preferred
Tags	VAST 2.0 and VAST 2.0 wrapper



AdTrackerPRO



Searcy A & P Commission

2221 Benton Street; Searcy, AR 72143

P: 501-278-4393

APCommission@cityofsearcy.org

Advertising and Promotion Commission Application for Funding

This Application must be completed in full and submitted with all applicable documents and information. If this documentation and information is not provided, it will be deemed incomplete and will not be considered.

The Searcy Advertising and Promotion Commission (A&P Commission) has a funding program where entities may apply for grant monies from the A&P Commission to help offset the cost of their event or program. The primary purpose of this program is to promote the City of Searcy and attract visitors from outside the Searcy area. Entities awarded funds must follow all A&P Commission guidelines and requirements to receive allocated dollars.

Recognition: Entities receiving funding from the A&P Commission are required to include the "Searcy Advertising & Promotion Commission" logo on all printed material. Any other use of the logo shall not be used without express consent from the A&P Commission.

Availability: Funding is subject to availability of funds.

Year-to-Year Support: Past support does not obligate the A&P Commission to continue support in subsequent years. Entities should not assume nor budget A&P support annually.

Self-Sufficiency: The A&P Commission funding program is not designed to fund programs or events over a long period of time. The A&P Commission hopes programs or events that are funded to be self-sufficient after three (3) years. The A&P Commission may fund entities or events beyond three (3) years on a case-by-case basis.

Economic Impact: The purpose of the A&P Commission is to promote the City of Searcy. It is important for the applicant to provide insight to the proposed event's economic impact to the City of Searcy.

Debts: It is the sole responsibility of the requesting organization to properly plan their event or project and manage their funds in a manner that demonstrates both fiscal accountability and management responsibility. The A&P Commission will not "bail out" events that incur losses.

Indemnification: Organizations agree in writing to indemnify the A&P Commission of any liability associated with the organization or event.

Freedom of Information Act: The applicant must acknowledge understanding that any support from the A&P Commission is subject to the Freedom of Information Laws as stated in The Arkansas Freedom of Information Act.

Written Application and Supporting Documents: All requests must be submitted using this Application. Additional documentation and information is required as stated in this Application. If this Application is incomplete, the funding request will not be considered.



Searcy A & P Commission

2221 Benton Street; Searcy, AR 72143

P: 501-278-4393

APCommission@cityofsearcy.org

REQUEST FOR FUNDING

DATE SUBMITTED: 6/8/2026

AMOUNT REQUESTED: \$7,500

Name of Organization: Searcy High School Basketball

Contact Person: Lee Wimberley Alternate Contact Person: Calli De Los Santos

Address: 301 N. Ella St. City: Searcy State: AR Zip: 72143

Work Phone: (501)268-8315 Email: lwimberley@searcyschools. Cell: (501)827-3318

Is this a non-profit organization? Yes Non-profit Tax ID#: 71-6020520

Is this group incorporated? _____ Legal Name: Searcy Public School District

Number of years of Organization in existence: _____

Current Officers: Dr. Bobby Hart, Superintendent. Jonathan Gosdin, Asst. Superintendent

Event/Project Information

Event/Program Title: Gym Masters Holiday Classic

Amount Requested: \$7,500 Start Date: Dec. 28, 2026 End Date: Dec. 30, 2026

Location of Event or Program: Lion Arena

Projected Attendance: 5000-7500 Is this a first-time event? ☒ yes ☐ no

Number of years the event or program has occurred? _____

Projected Economic Impact of Event/Program on Community: \$15,000

Project Summary

Please describe your event or program on a separate sheet. The summary must include the following:

- Background of your organization and include its purpose.
- A Summary of the event or program and its target audience.
- An explanation of how the funding will directly promote tourism and economic development in Searcy, Arkansas.
- If the event or program is not funded or partially funded, describe the impact this will have on the event or program.

(cont.)



Searcy A & P Commission

2221 Benton Street; Searcy, AR 72143

P: 501-278-4393

APCommission@cityofsearcy.org

Documents and other Information to be Provided

Each applicant must provide the following documentation and information:

- A financial statement as of the most recent fiscal year-end.
- A five-year history of the amounts and uses of funds received from the A&P Commission, including results and benefits.
- Status of any unspent Advertising and Promotion funds.
- A Budget Summary form, as attached, to include additional/matching fund sources and sponsors.

I acknowledge I am responsible for providing the Advertising and Promotion Commission a budget recap and verifiable invoices within 30 days of the event if I am funded.

LAW Initial Here

Approved by A&P Commission:_____Amount Funded:_____Date Received:_____



Searcy A & P Commission

2221 Benton Street; Searcy, AR 72143

P: 501-278-4393

APCommission@cityofsearcy.org

Check Number: _____ Recap/Verification of Expenditures Provided After Event: _____

Requesting Organizations Agreement

It is agreed that, if this Application is granted in full or in part, our organization will adhere to the following:

- Provide a written summation of the event or attraction within 30 days of completion which shall include an attendance and a financial report. This information is subject to the Freedom of Information Act.
- Provide additional information as required by the Searcy, Arkansas Advertising and Promotion Commission.

We, Searcy High School Basketball (requesting organization) agree to release the Searcy, Arkansas Advertising and Promotion Commission, its commissioners, and associates, from any liability related with the organization and/or event for which funds are being requested.

It is agreed that no entity or organization is entitled to funding. The decision of the Advertising and Promotion Commission is final and cannot be appealed.

Signed: _____ Date: 06/08/2026
Requesting organization president/chair/official

Print name: Lee Wimberley Title: Head Boys Basket

Incomplete applications for funding will not be considered. Please submit all supporting documentation with this application.

Application and requests should be submitted online or to:

Searcy A & P Commission
2221 Benton Street
Searcy, AR 72143
E: APCommission@cityofsearcy.org
F: 501-508-6461



Searcy A & P Commission

2221 Benton Street; Searcy, AR 72143

P: 501-278-4393

APCommission@cityofsearcy.org

Requested Budget Planning Form

DATE SUBMITTED: 6/8/2026

AMOUNT REQUESTED: \$7,500

Name of Organization: Searcy High School Basketball

Contact Person: Lee Wimberley Phone: 5018273318 Email: lwimberley@searcyschools.org

Address: 301 N. Ella St City: Searcy State: AR Zip: 72143

REQUESTED BUDGET SUMMARY

*If additional space is needed – please follow format on additional pages.

Project/Event Name:	<u>Gym Masters Holiday Classic</u>	
Total Estimated Project Budget:	<u>\$25,000</u>	
Income:	<u>\$25,000</u>	Source: <u>Sponsorships</u>
Income:	_____	Source: _____
Income:	_____	Source: _____
Income:	_____	Source: _____
Income:	_____	Source: _____
Expense:	<u>\$9,000</u>	Source: <u>Hotel Rooms</u>
Expense:	<u>\$2,000</u>	Source: <u>Coach's Gifts</u>
Expense:	<u>\$6,000</u>	Source: <u>Team Meals</u>
Expense:	<u>\$6,000</u>	Source: <u>Player T-Shirts</u>
Total Estimated Expected Revenue:	<u>\$2,000</u>	

*Include a SPECIFIC description of how A&P Funds will be used: The tournament will consist of 16 boys and girls teams from all over Arkansas. We project 1,000+ family members staying in hotels for at least 2 nights. We feel that there will be close to 7,500 fans that attend over tournament and most all will eat at least one meal in Searcy.

Approved by A&P Commission: _____ Amount Funded: _____ Date Received: _____

Check Number: _____ Recap/Verification of Expenditures Provided After Event: _____



Searcy A & P Commission

2221 Benton Street; Searcy, AR 72143

P: 501-278-4393

APCommission@cityofsearcy.org

Searcy Advertising & Promotion Commission

Requested Funding Recap Form

DATE SUBMITTED: _____

AMOUNT RECEIVED: _____

Name of Organization: _____

Contact Person: _____ Phone: _____ Email: _____

Address: _____ City: _____ State: _____ Zip: _____

FUNDING SUMMARY

*If additional space is needed – please follow format on additional pages.

Project/Event Name: _____

Total Project Budget: _____

Income: _____ Source: _____

Income: _____ Source: _____

Income: _____ Source: _____

Income: _____ Source: _____

Income: _____ Source: _____

Expense: _____ Source: _____

Expense: _____ Source: _____

Expense: _____ Source: _____

Expense: _____ Source: _____

Total Project Revenue: _____

*Specifically, how were A&P funds used on this project: _____

Approved by A&P Commission: _____ Amount Funded: _____ Date Received: _____

Check Number: _____ Recap/Verification of Expenditures Provided After Event: _____



Searcy A & P Commission

2221 Benton Street; Searcy, AR 72143

P: 501-278-4393

APCommission@cityofsearcy.org

Advertising and Promotion Commission Application for Funding

This Application must be completed in full and submitted with all applicable documents and information. If this documentation and information is not provided, it will be deemed incomplete and will not be considered.

The Searcy Advertising and Promotion Commission (A&P Commission) has a funding program where entities may apply for grant monies from the A&P Commission to help offset the cost of their event or program. The primary purpose of this program is to promote the City of Searcy and attract visitors from outside the Searcy area. Entities awarded funds must follow all A&P Commission guidelines and requirements to receive allocated dollars.

Recognition: Entities receiving funding from the A&P Commission are required to include the "Searcy Advertising & Promotion Commission" logo on all printed material. Any other use of the logo shall not be used without express consent from the A&P Commission.

Availability: Funding is subject to availability of funds.

Year-to-Year Support: Past support does not obligate the A&P Commission to continue support in subsequent years. Entities should not assume nor budget A&P support annually.

Self-Sufficiency: The A&P Commission funding program is not designed to fund programs or events over a long period of time. The A&P Commission hopes programs or events that are funded to be self-sufficient after three (3) years. The A&P Commission may fund entities or events beyond three (3) years on a case-by-case basis.

Economic Impact: The purpose of the A&P Commission is to promote the City of Searcy. It is important for the applicant to provide insight to the proposed event's economic impact to the City of Searcy.

Debts: It is the sole responsibility of the requesting organization to properly plan their event or project and manage their funds in a manner that demonstrates both fiscal accountability and management responsibility. The A&P Commission will not "bail out" events that incur losses.

Indemnification: Organizations agree in writing to indemnify the A&P Commission of any liability associated with the organization or event.

Freedom of Information Act: The applicant must acknowledge understanding that any support from the A&P Commission is subject to the Freedom of Information Laws as stated in The Arkansas Freedom of Information Act.

Written Application and Supporting Documents: All requests must be submitted using this Application. Additional documentation and information is required as stated in this Application. If this Application is incomplete, the funding request will not be considered.



Searcy A & P Commission

2221 Benton Street; Searcy, AR 72143

P: 501-278-4393

APCommission@cityofsearcy.org

REQUEST FOR FUNDING

DATE SUBMITTED: _____

AMOUNT REQUESTED: 10,000

Name of Organization: Arkansas Cowboys Association
Contact Person: Corey Kurck Alternate Contact Person: Holly Kurck
Address: PO BOX 10 City: Jefferson State: AR 720 Zip: 72079
Work Phone: _____ Email: arkansascowboysassociatio Cell: 501-230-1529
Is this a non-profit organization? yes Non-profit Tax ID#: 71-0860881
Is this group incorporated? yes Legal Name: Arkansas Cowboys Association, INC
Number of years of Organization in existence: 1976
Current Officers: Corey Kurck, Roy Lee, Ryan Clark, Cindy Johnson

Event/Project Information

Event/Program Title: Arkansas Cowboys Association Finals
Amount Requested: 10,000 Start Date: Oct 9 End Date: Oct 10
Location of Event or Program: White County Fairgrounds
Projected Attendance: 600 Is this a first-time event? _____ yes ☒ no
Number of years the event or program has occurred? 50 years
Projected Economic Impact of Event/Program on Community: 10,000+

Project Summary

Please describe your event or program on a separate sheet. The summary must include the following:

- Background of your organization and include its purpose.
- A Summary of the event or program and its target audience.
- An explanation of how the funding will directly promote tourism and economic development in Searcy, Arkansas.
- If the event or program is not funded or partially funded, describe the impact this will have on the event or program.

(cont.)



Searcy A & P Commission

2221 Benton Street; Searcy, AR 72143

P: 501-278-4393

APCommission@cityofsearcy.org

Documents and other Information to be Provided

Each applicant must provide the following documentation and information:

- A financial statement as of the most recent fiscal year-end.
- A five-year history of the amounts and uses of funds received from the A&P Commission, including results and benefits.
- Status of any unspent Advertising and Promotion funds.
- A Budget Summary form, as attached, to include additional/matching fund sources and sponsors.

I acknowledge I am responsible for providing the Advertising and Promotion Commission a budget recap and verifiable invoices within 30 days of the event if I am funded.

CK _____ Initial Here

Approved by A&P Commission: _____ Amount Funded: _____ Date Received: _____



Searcy A & P Commission

2221 Benton Street; Searcy, AR 72143

P: 501-278-4393

APCommission@cityofsearcy.org

Check Number: _____ Recap/Verification of Expenditures Provided After Event: _____

Requesting Organizations Agreement

It is agreed that, if this Application is granted in full or in part, our organization will adhere to the following:

- Provide a written summation of the event or attraction within 30 days of completion which shall include an attendance and a financial report. This information is subject to the Freedom of Information Act.
- Provide additional information as required by the Searcy, Arkansas Advertising and Promotion Commission.

We, Arkansas Cowboys Association (requesting organization) agree to release the Searcy, Arkansas Advertising and Promotion Commission, its commissioners, and associates, from any liability related with the organization and/or event for which funds are being requested.

It is agreed that no entity or organization is entitled to funding. The decision of the Advertising and Promotion Commission is final and cannot be appealed.

Signed:  Date: 6-21-26
Requesting organization president/chair/official

Print name: Corey Kurck Title: President

Incomplete applications for funding will not be considered. Please submit all supporting documentation with this application.

Application and requests should be submitted online or to:

Searcy A & P Commission
2221 Benton Street
Searcy, AR 72143
E: APCommission@cityofsearcy.org
F: 501-508-6461



Searcy A & P Commission

2221 Benton Street; Searcy, AR 72143

P: 501-278-4393

APCommission@cityofsearcy.org

Requested Budget Planning Form

DATE SUBMITTED: _____

AMOUNT REQUESTED: _____

Name of Organization: Arkansas Cowboys Association

Contact Person: Corey Kurck Phone: 501-230-1529 Email: arkansascowboysass

Address: PO Box 10 City: Jefferson State: AR Zip: 72079

REQUESTED BUDGET SUMMARY

*If additional space is needed – please follow format on additional pages.

Project/Event Name:	<u>Arkansas Cowboys Association Finals</u>	
Total Estimated Project Budget:	<u>80,650</u>	
Income:	<u>45,950</u>	Source: <u>sponsors</u>
Income:	<u>22,950</u>	Source: <u>rodeo percentage pi</u>
Income:	<u>5,000</u>	Source: <u>gate revenue</u>
Income:	<u>10,000</u>	Source: <u>A&P</u>
Income:	_____	Source: _____
Expense:	<u>60,000 awards</u>	Source: <u>sponsors/general fu</u>
Expense:	<u>2,400 arena extra pens</u>	Source: <u>A&P</u>
Expense:	<u>6,600 Labor</u>	Source: <u>A&P</u>
Expense:	<u>11,650</u>	Source: <u>A&P and stock char</u>
Total Estimated Expected Revenue:	<u>\$3,250</u>	

*Include a SPECIFIC description of how A&P Funds will be used: Oct 9th and 10th at the White County Farigrounds. The funds will be used to pay for the facility, extra back pens to ho
stock, and labor for the finals.

Approved by A&P Commission: _____ Amount Funded: _____ Date Received: _____
Check Number: _____ Recap/Verification of Expenditures Provided After Event: _____



Searcy A & P Commission

2221 Benton Street; Searcy, AR 72143

P: 501-278-4393

APCommission@cityofsearcy.org

Searcy Advertising & Promotion Commission

Requested Funding Recap Form

DATE SUBMITTED: _____

AMOUNT RECEIVED: _____

Name of Organization: Arkansas Cowboys Association

Contact Person: Corey Kurck Phone: 501-230-1521 Email: arkansascowboysass

Address: PO Box 10 City: Jefferson State: AR Zip: 72079

FUNDING SUMMARY

*If additional space is needed – please follow format on additional pages.

Project/Event Name:	<u>ACA Finals</u>	
Total Project Budget:	_____	
Income:	<u>35,000</u>	Source: <u>buckles,saddles,jack</u>
Income:	<u>22,950</u>	Source: <u>rodeo percentage re</u>
Income:	<u>5,000</u>	Source: <u>gate revenue</u>
Income:	<u>10,950</u>	Source: <u>event sponsors</u>
Income:	<u>10,000</u>	Source: <u>A&P</u>
Expense:	<u>60,000 in awards</u>	Source: <u>sponsors/general fu</u>
Expense:	<u>2,400 arena extra pens</u>	Source: <u>A&P</u>
Expense:	<u>6,600 labor</u>	Source: <u>A&P</u>
Expense:	<u>11,650 stock</u>	Source: <u>A&P and stock char</u>
Total Project Revenue:	<u>\$3,250</u>	

*Specifically, how were A&P funds used on this project: The A&P money will be used for arena rental, labor cost, extra back pens, and what is left can help on paying for the stock programs and advertising costs that go into the finals but the association general funds is \$1,400 the extra back pens to put stock in is \$1,000

Approved by A&P Commission: _____ Amount Funded: _____ Date Received: _____

Check Number: _____ Recap/Verification of Expenditures Provided After Event: _____