



Jonesboro Advertising and Promotion Commission
Minutes: December 4, 2024
City Council Chambers
2:00 p.m.

Attending: Jerry Morgan, David McClain, Tom Fielder, Chris Gibson, Mallory White, Dan Das and Tracy Owens

Chairman Jerry Morgan called the meeting to order at 2:00 p.m. announcing a quorum present. Morgan asked for the meeting minutes approval held September 9, 2024. Mr. Gibson moved to approve, and Mr. McClain seconded. Minutes were approved as presented.

Financial Report:

Morgan reported on the A&P Current and Estimated Cash Position as of 11/30/24.

- Fund 80 - 3% Hotel Tax Total Cash plus projected Revenues - \$441,474.
- Fund 81 - 1% Hotel Tax Total Current Cash plus projected Revenues - \$993,160.
- Fund 82 - 2% Prepared Food Tax Total Current Cash plus projected Revenues - \$10,423,159.

Morgan presented projections for 2025 Funding for our Traditional Projects funding model.

- Beginning Cash as of 12-31-24: \$39,803.
- Projected Hotel Tax Revenue for 2024: \$934,952.
- Deduct Embassy Suites Convention Center Expense: (\$250,000.)
- Total Beginning Cash Plus Projected Hotel Revenues: \$724,755.
- Ending Cash Target Estimate: \$50,000.
- Amount to Allocate towards funding for 2025: \$674,755.

Mr. Gibson moved to accept the financial report and Mr. Fielder seconded. Financials were approved as presented.

New Business: Allocation of Funding 2025

Mr. Morgan explained that the target allocation of \$674,755 would be the maximum allocated at this time. The A&P is very fortunate to have the City of Jonesboro provide us with many services including accounting services for the grants program. Also, he asked all present to remember that the primary purpose of the Commission is to promote visitors and tourism to Jonesboro.

A & P Commission Minutes
Approved:

Forty applications were received during the grants cycle and were reviewed by the Commissioners prior to the meeting. Representatives from the organizations were invited to add anything of importance to their applications. After all applications were considered, the following funding awards were made.

Approved Award	Organization/Event Name
\$127,000	Jonesboro A&P Administration
15,000	Various Convention Requests
50,000	Jonesboro Gravel and Cycle Event (A&P event)
15,000	Delta Symphony Orchestra/Annual Program Support
60,000	Foundation of Arts/ Annual Support
25,000	Downtown Jonesboro Alliance/Annual Program Support
12,000	Downtown Jonesboro Alliance/Joyfest annual event
12,000	Hispanic Community Services/Annual Program Support
100,000	Downtown BBQ Fest/Annual BBQ and Music Festival
50,000	ASU Red Wolves Foundation/All Athletic Events in Jonesboro
10,000	ASU Club Softball
5,000	ASU Historic Dyess Colony & Johnny Cash Songwriting Circle
10,000	Disc Side of Heaven/Jonesboro Open – Disc Golf Pro Tour
2,500	Parish Outdoors/DNW/Regional Duck Calling Contest
25,000	JETS Aquatic Club/Spring and Summer Events
1,000	Jonesboro Firefighters Local 3718
35,000	Jonesboro City Stars Booster Club/Youth Sports League
15,000	Jonesboro Ridge Riders, A Local NICA League
5,000	Jonesboro Police DARE/Dare to be a Champion
2,500	Miss Greater Jonesboro Scholarship Organization
1,000	University Heights Lions Club/Pickle Ball Tournament
40,000	Hijinx – Pro Bowling Tournaments
1,250	Hope Found of NEA/Brewing Hope Coffee Festival
7,500	KLEK The Voice of Ark. Minority Council/Juneteenth Celebration
2,500	MLK Day Parade Committee/MLK Day Parade
7,500	NEA Baptist Charitable Foundation/Annual Duck Classic
5,000	St. Bernards Women’s Advisory Council/Pink Warrior Events
5,000	The Link Theatre – Professional Theatre Events in Jonesboro
5,000	United Way of NEA – Battling for a Better Tomorrow
1,500	The Stage Theater Company
1,000	Friends of the Library/NEA Game Fest
2,500	Jonesboro Business Association/Jonesboro Crawfish Festival
2,500	Northside Jonesboro Reunion
2,500	Red Wolf Renaissance Fair
2,500	Phi Beta Sigma (Alumni Chapter)
\$664,250	Total 2025 Funding Allocations

With no other questions, Mr. Fielder moved to adjourn the meeting and Mr. Gibson seconded. Motion was approved and the meeting was adjourned at 5:30 p.m.

Submitted by

Christy Appleton
Administrative Officer

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