

MAIN STREET ARKANSAS

1500 Tower Building, 323 Center Street, Little Rock, AR 72201 Phone: 501.324.9880 Fax: 501.324.9184 TDD: 501.324.9811 www.mainstreetarkansas.org

January 13, 2014

Don Burns, President
W. Hale Ave.
Osceola, AR 72370

Susan Fetsch, Executive Director
Main Street Osceola
108 W. Hale St.
Osceola, AR 72370

Dear Don and Susan:

As you know, each year Main Street Arkansas signs a Letter of Agreement with each of our active Main Street programs that outline expectations and responsibilities for each partner. We are writing this letter to provide you with information regarding your monthly reports and forms.

We are happy to report, we have received all monthly reports and forms, including Main Street Osceola's work plan, 2013 Board and Committee List and IRS Form 990.

As an active program of Main Street Arkansas, we look forward to working with Main Street Osceola in the future.

Sincerely,


Greg Phillips
Director


Samantha Evans
Assistant Director

MAIN STREET OSCEOLA 2014

PROJECTED BUDGET

Expense

Directors Salary	34200
Travel	6000
Cell Phone	720
Utilities (Gas)	2000
Lights & Water	5000
Telephone & Internet Service	1500
Insurance	2500
Office Supplies	1500
Advertising	5000
Postage & Box Rental	400
Printing	1200
Dues	600
Organization Committee	1600
Promotion Committee	60000
Design Committee	3000
Economic Restructuring Committee	1400
Lunches	900
Bingo	58900
Bank Charges	200
Miscellaneous	500
TOTAL	187120

INCOME

Business Contributions	3000
Individual Contributions	1000
City Contributions (Directors Salary & Benefits, Lights & Water)	39200
Bingo	77000
Events	69000
TOTAL	189200
NET	2080

1:58 PM
01/20/14
Accrual Basis

Main Street Osceola Inc.
Balance Sheet Summary
As of December 31, 2013

	<u>Dec 31, 13</u>
ASSETS	
Current Assets	
Checking/Savings	<u>13,513.56</u>
Total Current Assets	<u>13,513.56</u>
Fixed Assets	<u>99,140.83</u>
TOTAL ASSETS	<u><u>112,654.39</u></u>
LIABILITIES & EQUITY	
Equity	<u>112,654.39</u>
TOTAL LIABILITIES & EQUITY	<u><u>112,654.39</u></u>

**2013 Budget
Main Street Osceola**

Expenses

Director Salary & Benefits	34,200.00
Travel	4,000.00
Cell Phone	600.00
Utilities	1,300.00
Telephone	1,200.00
Insurance	2,500.00
Office Supplies	1,200.00
Advertising	4,500.00
Postage	300.00
Printing	1,000.00
Dues	600.00
Organization Committee	400.00
Promotion Committee	59,000.00
Design Committee	2,000.00
E R Committee	400.00
Lunches	750.00
Bingo	35,000.00
Total Expenses	148,950.00

Income

Business Contributions	7,500.00
Individual Contributions	2,000.00
City Contributions (Cash & In-Kind)	60,000.00
Bingo	40,000.00
Events	63,000.00
Total Income	172,500.00
Net	23,550.00

3:18 PM

02/07/14

Accrual Basis

Main Street Osceola Inc.
Profit & Loss Standard
January through December 2013

	<u>Jan - Dec 13</u>
Ordinary Income/Expense	
Income	
BINGO Cons.	4,417.84
Bingo Income	138.50
Bingo Income Tabs	550.00
BINGO Sales	28,915.55
Bingo Startup	50,000.00
Music Fest	
Music Fest Sponsorship	43,999.00
Music Fest - Other	8,000.00
Total Music Fest	<u>51,999.00</u>
Other Income	803.99
Winter Fest	<u>8,000.00</u>
Total Income	144,824.88
Expense	
-split-	-10,736.68
Advertising	6,117.66
Bank Customer Check Charge	46.17
Bank Service Charge	
Bank Service Charge Other	93.91
OD Charge	175.00
Returned Checks	260.00
Returned Checks Fee	21.00
Bank Service Charge - Other	58.00
Total Bank Service Charge	<u>607.91</u>
BINGO	730.22
Bingo Bldg. Repair and Maintena	304.73
BINGO Cards	1,486.37
Bingo cons. startup	1,140.00
Bingo cons. supplies	6,341.63
BINGO Daubers	192.00
BINGO Equipment	30.00
Bingo Insurance	653.12
Bingo License	100.00
BINGO Rent	1,950.00
BINGO Startup and Prize Money	50,500.00
Bingo Supplies	43.66
Bingo Tabs	260.00
BINGO Tax	1,299.00
Bunny Hop Expense	247.82
Crawfish Festival	1,686.11
Donations & Contributions	1,608.40
Equipment Repair and Maintenanc	300.00

3:18 PM

02/07/14

Accrual Basis

Main Street Osceola Inc.
Profit & Loss Standard
January through December 2013

	<u>Jan - Dec 13</u>
Insurance	1,898.00
Labor	2,300.00
Lunches	
Board Lunches	865.67
Lunches - Other	15.00
Total Lunches	880.67
Music Fest Expense	
Advertising	3,364.29
Band Expense	7,545.42
Beverage	3,252.04
Insurance	488.80
Other	7,934.99
Poker Runn	400.00
Stage,Sound, and Lighting	8,000.00
Music Fest Expense - Other	3,383.15
Total Music Fest Expense	34,368.69
Music Fest Startup	18,500.00
Order	2,150.00
Other Miscellaneous Expenses	1,058.34
Outside Labor	11,600.00
Pocket Park	3,276.79
Postage and Delivery	149.25
Professional Services fees	96.21
Roof Repair	235.33
Security	235.44
Supplies	
Office Supplies	1,189.05
Total Supplies	1,189.05
Telephone	2,566.10
Travel	
Lodging	1,189.31
Meals	507.48
Mileage	199.80
Travel - Other	410.00
Total Travel	2,306.59
Utilities	
Gas	1,581.70
Gas BINGO Hall	373.01
Total Utilities	1,954.71

3:18 PM

02/07/14

Accrual Basis

Main Street Osceola Inc.
Profit & Loss Standard
January through December 2013

	Jan - Dec 13
Void	0.00
window cleaning	53.00
Winter Fest Expense	3,648.49
Total Expense	<u>153,374.78</u>
Net Ordinary Income	<u>-8,549.90</u>
Net Income	<u><u>-8,549.90</u></u>



Main Street Osceola

108 W. Hale, Osceola, AR. 72370
870-563-6177



**Main Street
Osceola
Board
Of
Directors**

Susan P. Fetsch
Executive Director

John Newcomb
Chairperson
Don Burns
President

Reid Fergus
Vice-President

Julie Wakefield
Secretary

Michelle Stilwell
Treasurer

Michael Ephlin
Danyel Oakes
Linda Warhurst
Ray Williams

January 8, 2014

**Osceola
Special City – Special People**

Osceola – a small delta town in northeast Arkansas yet so much more than just a dot on the map along the mighty Mississippi River!

Osceola has a historic past, a stable presence, and a glowing future.

We have been blessed with a history of excellent leadership, and wonderful city services. These attributes continue today with dedicated men and women who strive to make our city a place to love and live in with pride.

The Osceola Main Street program has been in existence since 1985. It was chosen by the state for this distinction because it represents the best quality of community life.

We have a diverse population with many talents.

Through the Main Street program, we have a vehicle to bring together our citizens in working and supporting the many projects which provide entertainment and enrichment to our Community. This year will be our 16th annual Osceola Heritage

Music Festival. It is highly successful, and attracts people from far and near. This is only one of our many events.

Along with our city, county and state, we are anticipating the addition of the Great River Steel Company. The expectation of this industry promises to greatly enhance our town.

Now is not the time to reduce city services. We must maintain and enlarge opportunities in Osceola.

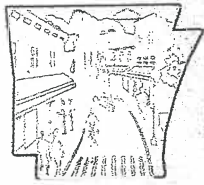
Main Street Osceola is a viable part of our life, and it is our deepest desire to continue this program for our citizens. "Main Street" is still a viable part of our community, and God willing we believe that it has a great future.

Please join in allowing us to continue our contribution to the citizens of Osceola through this program.

Sincerely,



Susan Fetsch



MAIN STREET ARKANSAS

January 13, 2014

Value of Main Street Osceola

Osceola was one of the first five towns to pioneer the Main Street Arkansas (MSA) program in 1985. Over the past 30 years of its existence, Main Street Osceola has received \$95,816 in Main Street Arkansas grant funds, \$16,500 in professional technical assistance in the areas of design, individualized small business assistance, and non-profit training. The program has leveraged 32,211 volunteer hours, which are valued at \$688,027 by the Arkansas Division of Volunteerism.

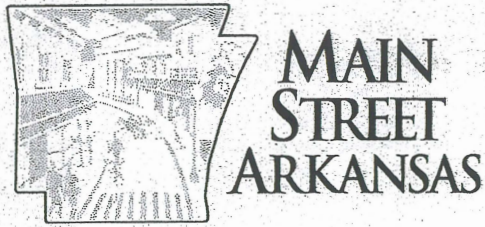
Also since 1985, downtown Osceola has seen net gains of 44 businesses, 66 new jobs, and a private investment of \$273,541. A total of 137 façade and building rehabilitation and new construction projects have been completed, which value at \$334,876. More than 12 public improvement projects have taken place, which value at \$552,989.

Because the city and the citizens of Osceola invest in their local main street program, Main Street Arkansas invests its time and professional staff in assisting the downtown merchants and property owners. MSA's small business consultant and architectural and interior design consultants have provided more than \$53,750 worth of work to the downtown Osceola community, in the form of dozens of architectural drawings, interior design sketches, and one-on-one site visits. The daily rate per professional consultant is \$1,000, and comes at no cost to Osceola because of its Main Street status.

The data and statistics given above are impressive but incomplete. They do not show how property values and the sales tax have no doubt risen in Osceola since the Main Street Osceola program began. Nor do they show the tourism dollars generated as improvements have been made to the one-of-a-kind, irreplaceable historic downtown buildings.

Not every aspect of downtown revitalization is quantifiable, either, like the character of the historic buildings that gives Osceola a special sense of place. Or the local pride that people feel attending downtown festivals and shopping in unique stores only home to Osceola.

If the city and citizens of Osceola do not invest in their Main Street program, they send a signal that they no longer value the historic commercial core or the professional management of the area.



Value of the Main Street Osceola Program 1985-2013

City: Osceola
Start Date: 1985

Grants:

1998 DTR Grant – Stabilization	\$3,500
2000 DTR Grant – Improvement Project Streetscape Grant	\$5,000 \$12,316.25
2001 DTR Grant – Improvement Project	\$12,000
2002 DTR Grant – Improvement Project	\$5,000
2003 DTR Grant – Mini-Grants	\$10,000
2004 DTR Grant -	\$15,000
2005 Non-Competitive DTR Grant	\$5,000
2006	
2007	
2008 Competitive DTR Grant – Borum Building	\$18,000

2009
DTR Grant \$5000

2010

2011
DTR – mini-grant program \$5,000

Total MSA Grants Received \$95,816.25

\$9.6K
9/42

Services Provided:

1996

Business Consultation Visits, @ \$1,000 per \$
Design Consultation Visits, @ \$1000 per \$
Technical Assistance Visits, @ \$500 per \$
Year-end Review (MSA staff & consultant) \$
Design Assistance Packets

\$0

1997

Business Consultation Visits, @ \$1,000 per \$
Design Consultation Visits, @ \$1000 per \$
Technical Assistance Visits, @ \$500 per \$
Year-end Review (MSA staff & consultant) \$
Design Assistance Packets \$

\$0

1998

Business Consultation Visits, 3@ \$1,000 per \$3,000
Design Consultation Visits, 2@ \$1000 per \$2,000
Technical Assistance Visits, 1@ \$500 per ~~\$ 500~~
Year-end Review (MSA staff & consultant) ~~\$ 500~~
Design Assistance Packets \$

\$6,000

1999

Business Consultation Visits, @ \$1,000 per \$
Design Consultation Visits, @\$1000 per \$
Technical Assistance Visits, @ \$500 per \$
Year-end Review (MSA staff & consultant) \$
Design Assistance Packets

\$0

2000

Business Consultation Visits, 1@ \$1,000 per \$1,000
Design Consultation Visits, @ \$1000 per \$

Technical Assistance Visits, @ \$500 per	\$ 500
Year-end Review (MSA staff & consultant)	\$ 500
First Lady Visit	
Design Assistance Packets	
	<hr/>
	\$2,000

2001

Business Consultation Visits, @ \$1,000 per	\$
Design Consultation Visits, 1 @ \$1000 per	\$1,000
Technical Assistance Visits, 1 @ \$500 per	\$ 500
Year-end Review (MSA staff & consultant)	\$ 500
Design Assistance Packets	
	<hr/>
	\$2,000

2002

Business Consultation Visits, 1 @ \$1,000 per	\$1,000
Design Consultation Visits, @ \$1000 per	\$2,000
Technical Assistance Visits, 1, @ \$500 per	\$ 500
Year-end Review (MSA staff & consultant)	\$ 500
Design Assistance Packets	
	<hr/>
	\$4,000

2003

Business Consultation Visits, 1 @ \$1,000 per	\$1,000
Design Consultation Visits, 1 @ \$1000 per	\$1,000
Technical Assistance Visits, 2 @ \$500 per	\$1,000
Year-end Review (MSA staff & consultant) (2)	\$1,000
Design Assistance Packets	
	<hr/>
	\$4,000

2004

Business Consultation Visits, @ \$1,000 per	\$
Design Consultation Visits, 1 @ \$1000 per	\$1,000
Technical Assistance Visits, 5 @ \$500 per	\$2,500
Year-end Review (MSA staff & consultant)	\$ 500
Design Assistance Packets	
	<hr/>
	\$4,000

2005

Business Consultation Visits, 1 @ \$1,000 pr	\$1,000
Design Consultation Visits, 1 @ \$1000 per	\$1,000
Interior Design Consultation Visit, 1 @ \$750	\$ 750
Technical Assistance Visits, @ \$500 per	\$
Comprehensive Assessment Visit (MSA staff & consultants)	\$8,000
Design Assistance Packets	
Rural Heritage Development Initiative Visit (1)	
	<hr/>
	\$10,750

2006

Business Consultation Visits, @ \$1,000 per \$
Interior Consultation Visits, @ \$1,000 per \$
Design Consultation Visits, @ \$1,000 per \$
Technical Assistance Visits, 1@ \$500 per ~~\$500~~
Design Assistance Packets
Rural Heritage Development Initiative Visit (1)

\$500

2007

Business Consultation Visits, @ \$1,000 per \$
Interior Consultation Visits, 1 @ \$1,000 per \$1,000
Design Consultation Visits, 1 @ \$1,000 per \$1,000
Technical Assistance Visits, 2@ \$500 per ~~\$1,000~~
Year-End Review (MSA staff & consultant) ~~\$4,000~~

\$7,000

2008

Business Consultation Visits, @ \$1,000 per \$
Interior Consultation Visits @1,000 per \$
Design Consultation Visits, @ \$1000 per \$
Technical Assistance Visits, 2 @ \$500 per ~~\$1,000~~

\$1,000

2009

Business Consultation Visits, @ \$1,000 per \$
Interior Consultation Visits @1,000 per \$
Design Consultation Visits, 1 @ \$1000 per \$1,000
Technical Assistance Visits, 1 @ \$500 per ~~\$500~~

\$1,500

2010

Business Consultation Visits, 2@ \$1,000 per \$2,000
Interior Consultation Visits 1@1,000 per \$1,000
Design Consultation Visits, 1 @ \$1000 per \$1,000
Technical Assistance Visits, @ \$500 per \$

\$4,000

2011

Business Consultation Visits, 1@ \$1,000 per	\$1,000
Interior Consultation Visits 1@1,000 per	\$1,000
Design Consultation Visits, 1 @ \$1000 per	\$1,000
Technical Assistance Visits, @ \$500 per	\$
	<u>\$3,000</u>

2012

Business Consultation Visits, @ \$1,000 per	\$
Interior Consultation Visits 2@1,000 per	\$2,000
Design Consultation Visits, 2 @ \$1000 per	\$
Technical Assistance Visits, @ \$500 per	\$
Year-end Review (MSA staff & consultant)	\$500
	<u>\$2,500</u>

2013

Business Consultation Visits, @ \$1,000 per	\$
Interior Consultation Visits 1@1,000 per	\$1,000
Technical Assistance Visits, @ \$500 per	\$
Year-end Review (MSA staff & consultant)	\$500
	<u>\$1,500</u>

Total Value of Services Provided

\$53,750
~~< 25,000 >~~
 $\frac{28,750}{17} = \$1.7K/yr$
 $\$3.5K/yr$

Education/Training**1988**

February Quarterly Meeting: The 4-Point Approach	\$150
May Quarterly Meeting: Façade Improvement	\$150
November Quarterly Meeting: Teambuilding & Networking	\$150

1999

January Quarterly Meeting: 4-Points, Tax Act, Resources	\$150
June Quarterly Meeting: How to Analyze your Competition	\$150
October Quarterly Meeting: Grants & Financing	\$150

1990

January Quarterly Meeting: Workplans	\$150
March Quarterly Meeting: Business Resources	\$150
April New City Training, West Memphis	\$500
July Quarterly Meeting: Market Analysis	\$150

1991

February Quarterly Meeting: The Discounter	\$150
June Quarterly Meeting: Image	\$150
October Quarterly Meeting: HUD Resources	\$150

1992

January Quarterly Meeting: Funding	\$150
March Quarterly Meeting: Organization, Promotion & Design	\$150
May Quarterly Meeting: Tourism	\$150
November Quarterly Meeting: The AHPP Resources	\$150

1993

February Quarterly Meeting; ISTE A	\$150
April Quarterly Meeting	\$150
July Quarterly Meeting; Business Recruitment	\$150
October Quarterly Meeting; Signs & Diversity Issues	\$150

1994

January Quarterly Meeting (QM) Principles for Vibrant Communities	\$150
March Quarterly Meeting; ER, PR & Fundraising	\$150
August Quarterly Meeting; NR & Tax Projects	\$150
December Quarterly Meeting	\$150

1995

July Quarterly Meeting; Arkansas Grant Programs	\$150
November Quarterly Meeting; Real Estate Development	\$150

1996

February Quarterly Meeting; Market Analysis	\$150
August Quarterly Meeting; Intro to Internet, Building Inventory	\$150
December Quarterly Meeting; Planning & Design	\$150

1997

March Quarterly Meeting; Organization, Promotion & Design	\$150
August Quarterly Meeting; Streetscapes	\$150
November Quarterly Meeting; Computer Training & Stress Mgt.	\$150

1998

March Quarterly Meeting	\$150
June Quarterly Meeting	\$150
October Quarterly Meeting; Board Development	\$150
December Quarterly Meeting; MSA Awards, Fundraising	\$150

1999

March Quarterly Meeting	\$150
June Quarterly Meeting; Using Design Professionals	\$150

September Quarterly Meeting; Destination Downtown	\$150
December Quarterly Meeting; Non-profit Board Legal Issues	\$150
National Town Meeting Scholarship	\$350

2000

March Quarterly Meeting	\$150
June Quarterly Meeting; Grant Writing	\$150
September Quarterly Meeting; Destination Downtown	\$150
November Quarterly Meeting; MSA Awards/Municipal League	\$150
NTM Scholarship	\$350

2001

January Quarterly Meeting & Training	\$150
April Quarterly Meeting; NTM on Main Street & Scholarship	\$500
June Quarterly Meeting; Hands-on Design Workshop	\$150
September Quarterly Meeting; Destination Downtown	\$150

2002

January Quarterly Meeting & Training	\$150
April Quarterly Meeting, NTM on Main Street & Scholarship	\$500
August Quarterly Meeting, Destination Downtown	\$150
December Quarterly Meeting, Newsletters, Awards, Municipal League	\$150

2003

February Quarterly Meeting & Training	\$150
September Destination Downtown Conference	\$150
December Quarterly Meeting, "White Elephant Safari"	\$150

2004

March Four-Point Training	\$150
May, NTM on Main Street & Scholarship	\$500
June Quarterly Training; Public Speaking & Fundraising, Russellville	\$150
October Quarterly Training; ArtLinks, Hot Springs	\$150

2005

February Quarterly Training – Legislative Education, Urban Forestry & ADED	\$150
March Four-Point Training; North Little Rock	\$150
May, NTM on Main Street & Scholarship; Baltimore	\$500
July Quarterly Training – Osceola & Blytheville – Design, CRA	\$500

2006

January – Awards, Time Management, Decision Making-LR	\$150
April – Better Boards	\$150

September – Destination Downtown	\$150
November – Special Topics – Rogers	\$150
2007	
February – Retire Downtown, Legislative Education, LR	\$150
March – 4 Point Training, NLR	\$150
July – Searcy	\$150
September – Destination Downtown	\$150
2008	
Awards/Municipal League (January)	\$150
NTM, Philadelphia (March)	\$150
4-Point/New City Training (for new ADNs), LR (May)	\$150
Main-to-Main, Hardy (July); Leon Steele, Louisiana Main Street	\$150
Destination Downtown, Bay St. Louis, MS (October)	\$150
2009	
Legislative Education (January), LR [w/ CLGs]	\$150
NTM, Chicago (March)	\$150
Arkansas Preservation Conference, Eureka Springs (May)	\$150
Destination Downtown, El Dorado (September)	\$150
2010	
Arkansas Preservation Conference, Helena-West Helena (April)	\$150
Destination Downtown, New Iberia, LA (September)	\$150
2011	
Arkansas Preservation Conference, Little Rock (May)	\$150
Destination Downtown, Tupelo, MS (September)	\$150
2012	
Awards/Municipal League (January)	\$150
Destination Downtown, Rogers (September)	\$150
2013	
Legislative Education (January), LR [w/CLGs]	\$150
NTM, New Orleans One Scholarships (April)	\$500
Total Education/Training	\$16,500

Main Street Volunteerism as Economic Development

Total Volunteer Hours 1985-2013*

32,211

Value of Volunteer Hours @21.36/hour**

\$688,027

*Volunteer hour data is taken to monthly economic reports submitted to MSA from Main Street Osceola's executive directors.

**This volunteer rate based on Arkansas Division of Volunteerism rate of \$21.36 an hour.

Total Value of Membership as a Main Street Arkansas community

Community 1984-2013

\$854,093.25

**MAIN STREET OSCEOLA
MAP DIRECTORY - 2014**

A1	Vacant	J1	Vacant retail location
A2	Residence	J2	Vacant retail location
A3	Residence	J3	Absolute Care Management
A4	Eye Clinic	J4	Vacant retail
A5	Residence	J5	House of Prayer
A6	Residence	J6	Beauty Shop
A7	Hunter Williams. Attorney	J7	Ace of Cuts Beauty Shop
A8	Mark Wilson. Dentist	J8	Larry's Fish Market
A9	Wilson Law Office	J9	Epic
B1	Public Gazebo	K1	Main Street Osceola
C1	Residence	K2	Vacant office/retail
C2	Residence (Judge Motel)	K3	Courthouse Square Barber Shop
C3	Gibson Law Office	K4	Osceola Times
C4	Burnett Law Office	K5	Vacant office complex/retail
C5	City Hall	K6	Main Street Osceola Bingo Hall
C6	OML&P Drive-Thru	L1	Vacant retail
C7	Residence	L2	Residence
D1	Mississippi County Public Library	L3	Used Furniture
D2	Chamber of Commerce	L4	Vacant
D3	Stallings Auto Sales	L5	Vacant restaurant
D4	Cullom Billing	L6	Vacant
D5	Terry Abstract	L7	Osceola Municipal L & P storage
D6	Vacant Office	L8	Osceola Fire Department
D7	Vacant Office	L9	United States Post Office
D8	Reid Fergus Agency	M1	Vacant retail
D9	Reid Fergus Agency	M2	Vacant
D10	Vacant Office	N1	Harold's Discount Furniture
D11	Vacant Office	N2	Harold's Discount Furniture
D12	Vacant Office Complex	N3	Newcomb's
D13	Attorney Office	N4	People's Choice
E1	Chamber (empty lot)	N5	Harold's Discount Furniture
E2	Chamber (empty lot)	N6	Vacant retail
E3	Bugmobile Mini-Storage	N7	J & D Used Furniture
E4	Juney Smith Mini-Storage	N8	Vacant retail
E5	Vacant	N9	Vacant
E6	Go Mart	N10	Vacant office
E7	Coleman's Upholstery	N11	Vacant office
E8	Osceola Health Food Center	N12	Vacant
E9	Vacant	N13	Temple of Refuge
E10	Vacant	N14	House of Beauty
E11	Vacant	N15	Aysia's Nails
E12	Vacant	N16	Bargain Furniture
E13	Vacant	N17	Vacant office/retail
E14	Chamber (empty lot)	O1	Vacant
E15	Chamber (empty lot)	O2	Vacant
F1	Vacant (Former MissCo Jail)	O3	Vacant lot/playground
G1	Trade World	O4	Pleasant View Baptist Church
G2	One-Stop	O5	Vacant office/retail
G3	Taystee Grill	O6	God's Angel Ministry
G4	Hole in the Wall	O7	Vacant restaurant
G5	Osceola Printing	O8	Roofing Systems & 2 vacant offices
G6	King Wok	O9	Thrift Shop
G7	Osceola Round-Up	O10	Tri-State Insurance
G8	Vacant retail/restaurant	O11	Deb's Waxing Room
G9	Museum Coffee Shop	O12	World Changers
G10	MissCo Historical Society Museum	O13	Vacant retail location
G11	MissCo Historical Society Museum	P1	Vacant lot
G12	Pocket Park	P2	Vacant lot
G13	Pocket Park	P3	Vacant lot
G14	Residential apartments	P4	Drainage District
		P5	Tommy Baker & Associates
		P6	Vacant retail
		P7	Episcopal Church Pastor's Study
		P8	Episcopal Church
		P9	Joe Harris Trucking & Excavation
		P10	Joe Harris Trucking & Excavation

MAIN STREET OSCEOLA MAP DIRECTORY

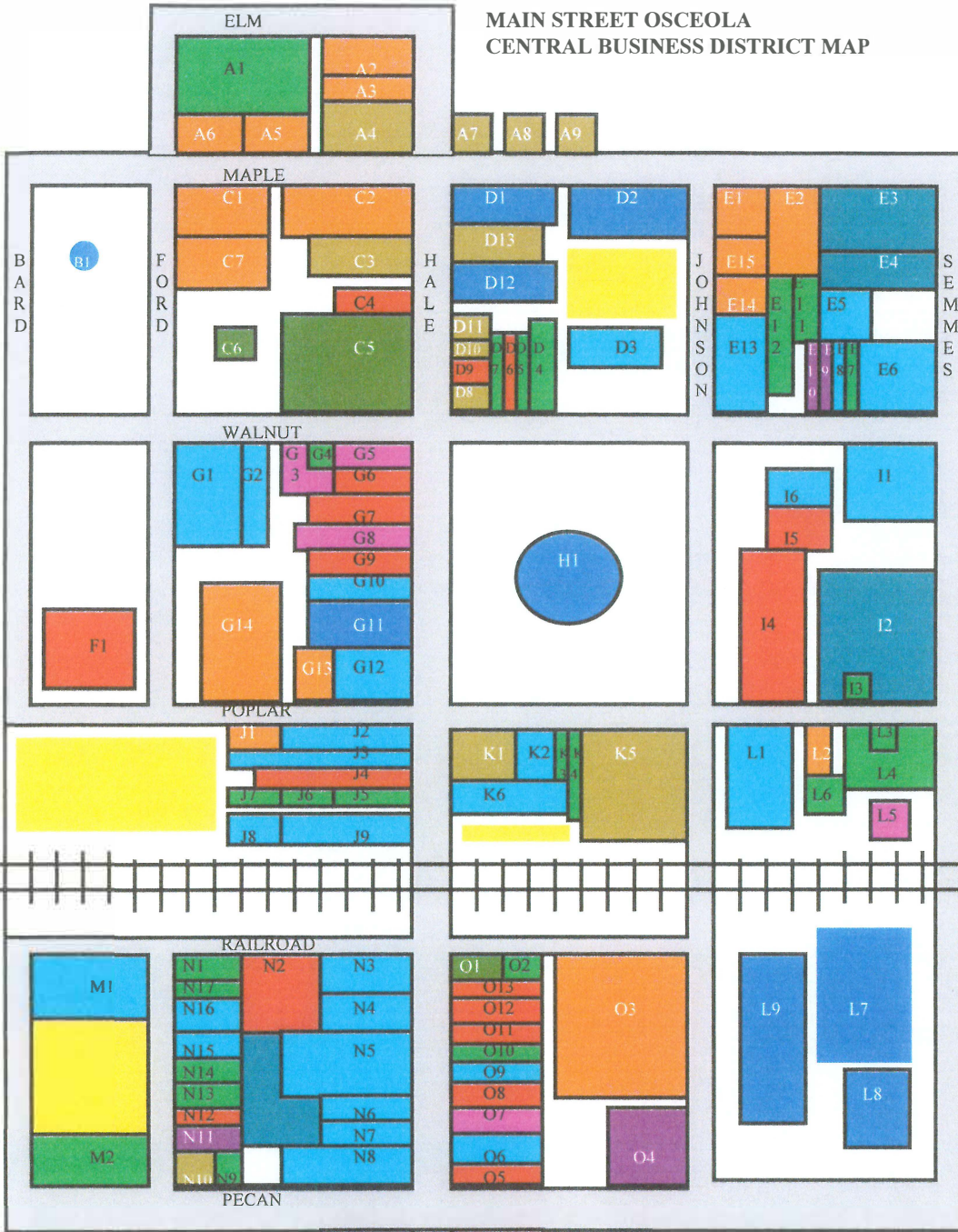
A1	Southwestern Bell Telephone	J1	Residential apartment
A2	Residence	J2	Vacant retail location
A3	Residence	J3	Dabbs Appliances
A4	Moore Law Office	J4	Vacant retail (Dabbs storage)
A5	Residence	J5	Osceola Chiropractic Center
A6	Residence	J6	Beauty Shop
A7	Hunter Williams, Attorney	J7	Classic Beauty Salon
A8	Mark Wilson, Dentist	J8	Larry's Fish Market
A9	Wilson Law Office	J9	Stella's
B1	Public Gazebo	K1	Lee Wilson Insurance
C1	Residence	K2	Tucker's Jewelry/Bail Bonds
C2	Residence	K3	Courthouse Square Barber Shop
C3	Gibson Law Office	K4	Osceola Times
C4	Vacant Office Building	K5	Professional Bldg/MCCC
C5	Union Planters Bank (Main Office)	K6	Harold's Discount Furniture
C6	Union Planters Drive-Thru	L1	Fred's
C7	Residence	L2	Residence
D1	Mississippi County Public Library	L3	Balloon-A-Note
D2	Chamber of Commerce	L4	Whitaker's Auto Parts
D3	Daggett Auto Sales	L5	City Cafe
D4	Riverside Home Health Care	L6	Whitaker's Garage
D5	Fletcher Real Estate	L7	Osceola Municipal L & P storage
D6	Vacant Office	L8	Osceola Fire Department
D7	Family Beauty Supply	L9	United States Post Office
D8	Lee Fergus, Attorney	M1	Sav-A-Lot
D9	Vacant Office	M2	Quality Cleaners
D10	Bob Pugh	N1	TCI Cable
D11	Richard Rhodes, Attorney	N2	Harold's Discount Furniture warehouse
D12	Municipal Building/City Hall	N3	Newcomb's Drug Store
D13	State Farm Insurance	N4	Don's Variety
E1	Residence	N5	Bolton's Fashions
E2	Residence	N6	Sports Hall
E3	Bugmobile Mini-Storage	N7	Netha's Boutique
E4	Juney Smith Mini-Storage	N8	Osceola Furniture Mart
E5	Juney Smith Auto Sales	N9	Rainbow Cleaning
E6	Texaco	N10	Harold Edwards, CPA
E7	Coleman's Upholstery	N11	Red Cross
E8	Osceola Health Food Center	N12	Storage-Associated Natural Gas
E9	Church of Christ	N13	Genesis Hair Care
E10	Holy Trinity Church of God	N14	House of Beauty
E11	A-1 Garage	N15	Dollar Day
E12	J & J Auto Body & Detail	N16	Movies & More
E13	Morris Hardware	N17	Associated Natural Gas
E14	Residence	O1	Planters Bank-Downtown Branch
E15	Residence	O2	Bugmobile
F1	Former MissCo Jail (vacant)	O3	Residential housing
G1	Trade World	O4	Pleasant View Baptist Church
G2	One-Stop	O5	Vacant office/retail location
G3	Taystee Grill	O6	Wynn's Jewelry
G4	Barber Shop	O7	The Depot
G5	B. J.'s Buffet	O8	Vacant offices
G6	Vacant restaurant	O9	Gem Dandy Rentals
G7	Osceola Round-Up	O10	OK Barber Shop
G8	Friendly Diner	O11	Vacant retail location
G9	Vacant retail location	O12	Vacant retail location
G10	McMurry Office Supplies	O13	Vacant retail location
G11	MissCo Historical Society Museum	P1	Storage-Wilson Funeral Home
G12	Quality Furniture	P2	Prewitt-Rogers Abstract/Insurance
G13	Residential apartment	P3	Osceola Printing
G14	Residential apartments	P4	Drainage District
		P5	Vacant retail/ office (Bill Fountain storage)
		P6	Vacant retail (Bob Henderson storage)
		P7	Episcopal Church Pastor's Study
		P8	Episcopal Church
		P9	Joe Harris Trucking & Excavation
		P10	Sue's Hair Care

**MAIN STREET OSCEOLA
CENTRAL BUSINESS DISTRICT MAP
2014**

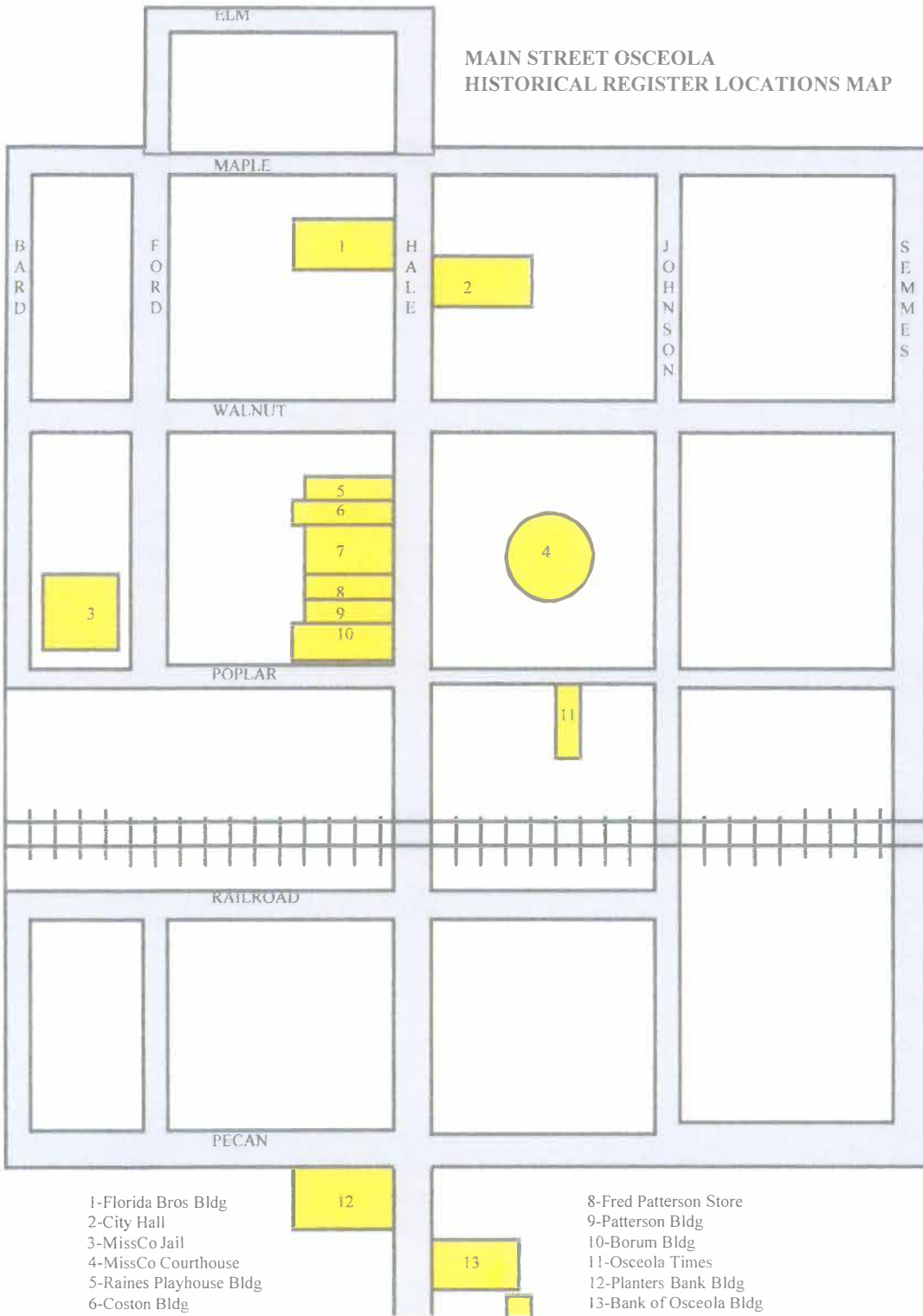


- | | | | | | | | |
|---|---------|---|-----|---|----|---|---------------------|
|  | Retail |  | P16 |  | P1 |  | Church/Organization |
|  | Service |  | P15 |  | P2 |  | Professional |
|  | Banking |  | P14 |  | P3 |  | Housing |
| | |  | P13 |  | P4 | | |
| | |  | |  | P5 | | |

MAIN STREET OSCEOLA CENTRAL BUSINESS DISTRICT MAP



MAIN STREET OSCEOLA
HISTORICAL REGISTER LOCATIONS MAP



- 1-Florida Bros Bldg
- 2-City Hall
- 3-MissCo Jail
- 4-MissCo Courthouse
- 5-Raines Playhouse Bldg
- 6-Coston Bldg

- 8-Fred Patterson Store
- 9-Patterson Bldg
- 10-Borum Bldg
- 11-Osceola Times
- 12-Planters Bank Bldg
- 13-Bank of Osceola Bldg

Downtown Map Data - Changes

Year	Retail	Service	Banking	Dining	Gov/Pub	Church/Orj Prof	Housing	Storage	Vacant	TOTAL	
2014	18.5	17.33	0	5.5	21	7	10	10	3	46.67	139
1996	29	28	3	5	11	8	13	17	3	22	139
Gain (Loss)	(10.50)	(10.67)	(3.00)	0.50	10.00	(1.00)	(3.00)	(7.00)	0.00	24.67	
% Change	-36.2%	-38.1%	-100.0%	10.0%	90.9%	-12.5%	-23.1%	-41.2%	0.0%	112.1%	

Downtown Map Data - 2014

Section	Retail	Service	Banking	Dining	Gov/Pub	Church/Orj Prof	Housing	Storage	Vacant	TOTAL	
A							4	4	1	9	
B					1					1	
C					2		2	3		7	
D	1	2			2		3			13	
E	2	3			4				2	15	
F									1	1	
G	2	1		5	4			1		14	
H					1					1	
I	1.5			0.5				1	1	6	
J	2	3				1				9	
K	1	2			2					6	
L	1				3			1		9	
M										2	
N	7	2				1				17	
O	1	2.33			1	3			5.67	13	
P			2		1	2	1			16	
TOTAL	18.5	17.33	0	5.5	21	7	10	10	3	46.67	139
%	13.3%	12.5%	0.0%	4.0%	15.1%	5.0%	7.2%	7.2%	2.2%	33.6%	139

Downtown Map Data - 1996

Section	Retail	Service	Banking	Dining	Gov/Pub	Church/Orj Prof	Housing	Storage	Vacant	TOTAL	
A			1				4	4		9	
B					1					1	
C				2			1	3	1	7	
D	1	3			3		4		2	13	
E	4	3				2		4	2	15	
F									1	1	
G	4	1		3	1			2		14	
H					1					1	
I	2	1							1	6	
J	4	3						1		9	
K	2	2					2			6	
L	1	3		1	3			1		9	
M	1	1								2	
N	8	5				1	1			17	
O	2	2	1	1		1		1		13	
P			3		2	4	1	1		16	
TOTAL	29	28	3	5	11	8	13	17	3	22	139
%	20.9%	20.1%	2.2%	3.6%	7.9%	5.8%	9.4%	12.2%	2.2%	15.8%	139

Director: Main St. discovers disparities

BY MICHAEL WILKEY

Sun Staff Writer

mwilkey@jonesborosun.com

OSCEOLA — The discovery of financial discrepancies piqued interest of officials, who later contacted authorities about the issue, the executive director of Main Street Osceola said Tuesday.

Susan Fetsch said while she would not discuss what was found or what has led the Arkansas State Police to begin a criminal investigation, the issue was enough to build some curiosity.

Basically, we found what appeared to be financial discrepancies," Fetsch said. "It was turned over to the proper authorities. We were the ones who found it and, after that, we conveyed the proper authorities." "As for what was or has been found, no one is talking.

Second Judicial District Prosecuting Attorney Scott Ellington said on Monday that his office has asked Arkansas State Police Lt. Brant Tosh to investigate the matter.

"I can confirm that my office received information of signifi-

OSCEOLA

CONTINUED FROM A1

cant financial irregularities within the Main Street Osceola program that may have occurred because of some criminal wrongdoing," Ellington said.

Main Street Arkansas

Main Street Osceola is a part of the Main Street Arkansas program.

The statewide program works on a variety of issues including historic preservation, archeology and downtown revitalization, according to its website.

The director of the Main Street Arkansas program also declined to comment about the criminal investigation other than to say the group was aware of the issue.

However, Greg Phillips said the program has not had any problems in the past and undergoes a yearly certification process.

The process — usually done in either January or February of a given year — looks at a prior year's

work, Phillips said.

The Osceola program was already scheduled for its recertification review later this month, Phillips said.

Funding

According to the group's website, the group does not receive federal or state funding.

However, Osceola Mayor Dicki Kennemore said the city does provide \$29,195.05 from its general fund each year to pay Fetsch's salary while the city's advertising and promotions committee contributed \$8,000 to the Osceola Music Fest and \$4,000 for the town Christmas parade in 2013.

Kennemore did say while Main Street Osceola helps to promote the Music Fest, the groups are two separate entities.

"Music Fest is not part of Main Street Osceola. The A&P decide how much (they get) and it has a separate board of directors and everything," Kennemore said. "If Main Street goes away, we will still do Music Fest."

Proposed 2014 Musicfest budget

Bands:	\$28,000.00
Stage:	\$8,000.00
Insurance(s):	\$ 5,500.00
Hedges:	\$1000.00
Print material:	\$450.00
Hotel Expense:	\$ 1200.00
T-Shirts:	\$ 2000.00
Posters:	\$1000.00
Advertising:	\$ 8000.00
Misc expense:	\$500.00
VIP Room	\$400.00
Beer Expense:	\$3500.00
Poker run:	\$400.00

Total Expenses: \$ 59,950.00

cut: Hedges portable toilets
Printed material
T-shirts and posters
Advertising

2014 Musicfest

Potential earnings (based on an average of previous 2 years)

Sponsorships & Gate Sales: \$ 51,380.00

Vendor Fees: \$ 900.00

Beer Sales: \$ 11,800.00

Souvenir Sales: \$ 1435.00

Raffle: \$ 300.00

Beer Wristbands: \$ 1300.00

Potential Total: \$ 67,115.00*

- Doesn't include A&P reimbursement of \$11,000.00
- Doesn't include potential grant of \$5000.00

Adjusted total potential income \$ 83,115.00

Projected Expenses \$ 59,950.00

Projected Earnings \$67,115.00

Potential profit \$ 7165.00 Potential without A&P or Grants included

Plus Grant / A&P \$ 23,165.00 Total Potential Profit

2014 Musicfest Band Proposals

Blackberry Smoke (festival headliner)	\$17,000.00
Tragickly White	\$3000.00
Dr. Zarrs Amazing funkmonster	\$3500.00
Rhythm Rockets	\$500.00
Shotgun Billys	\$ 500.00
Eric Hughes or Reba Russell	\$1000.00
School of Rock	\$ 1000.00
Cashtown	\$250.00
TBA	\$500.00
TBA	\$750.00
Total	\$28,000.00

Osceola Advertising & Promotion Committee request for
Arkansas Delta Byways Publication

Date of Request: April 8, 2014

Description of Request: Two-page ad for Osceola in the Delta Byways tourism brochure. The brochure covers a variety of tourism points of interest in a fifteen county area. The proposed ad, which will be the same as last year, features general information about our city, as well as tourism highlights and events.

Amount Requested: \$3,000

Price per page is \$1,500, two-page spread.

**note: a grant opportunity may be available for use of tourism advertising with an appropriate tagline*

OSCEOLA
Jewel Along the Mississippi

Mississippi County is known for its rich soil, and equally rich historical and musical heritage. Here is where the Civil War Battle of Plum Run (and) one of two general battles fought on the Mississippi River) resulted in a Confederate victory before a Union armada retold control of the river in the Battle of Memphis.

Located in the heart of South Mississippi County is the friendly city of Osceola, named for the famous Seminole chief who reportedly visited the area in the latter part of the 18th century. The city is flanked by three major traffic routes, US-2, the Mississippi River, and the Padgett-Walther-Santa Fe railroad.

Osceola is home to the Mississippi County Courthouse, one of the most photographed buildings in the state. Other historic buildings include the Osceola River Inn, built in 1931, the magnificent Cox-Harris Mansion, the Mississippi County Historical and Genealogical Society Museum, that is housed in the historic Patterson Store building.

Osceola is home of the Plum Point Energy Station, bringing needed electric power to the non-glazing region and is home to the beautiful river just in Arkansas.

Ark waters are home to bass, crappie, and crinkle fishing. The Mississippi River, accessible at Stone South Park, is known for its non-staying catfish. Also, the area is teeming with deer, turkey, dove, ducks, wild dogs, and squirrels, making Osceola a popular stop for hunters.

OSCEOLA
Arkansas

www.osceolachamber.net
 Osceola/South Mississippi County
 Chamber of Commerce
 P.O. Box 174, Osceola, Arkansas 72370
 www.osceolachamber.net
 870.563.2281

Fascinating Features

- **Osceola Heritage Museum** - Two-day event featuring regional and national musicians, street food vendors, live-and-go concert, a carnival, motorcycle poker run, antique car show, and Little Miss & Misses Musical Pageant, MC May
- **State Street Historic District** - Walking and driving tour
- **Mississippi County Historical & Genealogical Society Museum** - Open 9:30 AM - 5:00 PM on weekends
- **Cotton Highway Historical Markers** - 36 historical sites in Osceola and surrounding area
- **Blue Street Osceola** - Rings - year-round Thursday evenings; Back to School Splash - August; Ratty Art - Easter; Rattled About - Halloween
- **Weeks of July Festivities** - Spectacular at the Osceola Parks and Recreation Campus
- **Fall Crafts Fair at First Methodist Church**
- **Winterfest** - Christmas Parade with bands, floats, food vendors, 4-wheelers, OHV Super, and Kwanzaa Kwanza Days in Main Street Osceola Building
- **Art Gallery and Exhibition Hall at Osceola's Old Mississippi County Chamber Building**
- **RiverView Municipal Golf Course** - Hosts various events each year
- **Stone South Park (Wildcat Story) Park and Mississippi River Overlook**
- **Opera, Arkansas** - Home town of Johnny Cash, Gene Williams, and site of Osceola's - a Opera, Arkansas project
- **Hampton Museum (Wilson, AR) and Patton Rural Museum**
- **Richards, Arkansas** - Antique store
- **Big Lake National Wildlife Refuge** - hiking trails, nature walks, fishing, and bird-watching, including eagle and osprey nests.

Mississippi County

www.osceolachamber.net

Osceola/South Mississippi County Chamber of Commerce
116 N Maple PO Box 174 Osceola, AR 72370 870-563-2281

Osceola Advertising & Promotion Committee request for
I-55 Billboard

Date of Request: April 8, 2014

Description of Request: I-55 Billboard for Sans Souci Park
General billboard encouraging people to get off of the interstate
and visit our historic park.

Amount Requested: \$1,300±
Includes all materials and installation.

Billboard Idea

1:23 scale Actual Size 44.25'x10.5'

Idea 1: Visit Sans Souci Park



2007	Jan-07	Feb-07	Mar-07	Apr-07	May-07	Jun-07	Jul-07	Aug-07	Sep-07	Oct-07	Nov-07	Dec-07	2007	Accumulated
Days Inn										1,714.28		1,789.46	3,503.74	
Deerfield Inn										571.25	516.08	746.40	1,833.73	
Fairview Inn										283.00			283.00	
Judge Motel												356.00	356.00	
Plum Point Inn										907.10	798.00	977.00	2,682.10	
Harshman													-	
Income	-	-	-	-	-	-	-	-	-	3,475.63	1,314.08	3,868.86	8,658.57	
Expense	-	-	-	-	-	-	-	-	-	-	-	-	-	
Net	-	-	-	-	-	-	-	-	-	3,475.63	1,314.08	3,868.86	8,658.57	8,658.57

2008	Jan-08	Feb-08	Mar-08	Apr-08	May-08	Jun-08	Jul-08	Aug-08	Sep-08	Oct-08	Nov-08	Dec-08	2008	Accumulated
Days Inn	1,742.49	1,896.78	1,617.17	2,012.58	1,666.29	2,039.36	1,810.86	2,072.34	1,875.60	1,855.67	1,771.26	1,406.65	21,767.05	
Deerfield Inn	499.10	752.10	1,070.04	594.96	1,106.77	835.08	977.44	897.98	662.40	856.46	777.41	603.99	9,633.73	
Fairview Inn				305.00	283.00	381.00	509.00	553.00	721.00	1,182.00	458.00	396.00	4,788.00	
Judge Motel	757.00	241.00	391.00	141.92	170.82	232.05	237.40	254.42	265.00	222.37	230.05	222.77	3,365.80	
Plum Point Inn	917.00	1,151.00	1,450.00	1,097.00	281.00	1,172.00	1,263.00	2,063.00	1,393.00	1,338.00	922.00	1,038.00	14,085.00	
Harshman	-	-	-	-	-	-	-	-	-	-	-	-	-	
Income	3,915.59	4,040.88	4,528.21	4,151.46	3,507.88	4,659.49	4,797.70	5,840.74	4,917.00	5,454.50	4,158.72	3,667.41	53,639.58	
Expense	-	-	950.00	-	-	3,600.00	7,324.61	-	4,850.00	3,476.64	-	1,800.00	22,001.25	
Net	3,915.59	4,040.88	3,578.21	4,151.46	3,507.88	1,059.49	(2,526.91)	5,840.74	67.00	1,977.86	4,158.72	1,867.41	31,638.33	40,296.90

2009	Jan-09	Feb-09	Mar-09	Apr-09	May-09	Jun-09	Jul-09	Aug-09	Sep-09	Oct-09	Nov-09	Dec-09	2009	Accumulated
Days Inn	1,540.04	1,780.95	1,758.42	1,754.42	1,618.77	1,788.28	1,870.91	1,794.78	1,627.59	1,366.17	1,448.92	1,075.32	19,424.57	
Deerfield Inn	629.50	822.38	665.60	776.33	649.93	756.55	685.36	676.37	589.94	584.33	387.10	360.72	7,584.11	
Fairview Inn	446.00	416.00	498.00	471.00	460.00	456.00	445.00	439.00	429.00	431.00	351.00	261.00	5,103.00	
Judge Motel	190.32	250.00	268.00	249.05	298.00	263.00	281.00	285.32	233.47	203.00	152.00	127.35	2,800.51	
Plum Point Inn	1,040.00	1,844.00	1,717.00	997.00	1,538.00	1,251.00	1,121.00	838.00	610.00	807.00	437.00	356.00	12,556.00	
Harshman	-	-	968.00	968.00	1,028.50	537.50	150.00	110.00	115.00	120.00	-	-	3,997.00	
Income	3,845.86	5,113.33	5,875.02	5,215.80	5,593.20	5,052.33	4,553.27	4,143.47	3,605.00	3,511.50	2,776.02	2,180.39	51,465.19	
Expense	-	-	-	-	3,791.66	-	-	650.00	4,200.00	2,777.10	2,415.00	170.99	14,004.75	
Net	3,845.86	5,113.33	5,875.02	5,215.80	1,801.54	5,052.33	4,553.27	3,493.47	(595.00)	734.40	361.02	2,009.40	37,460.44	77,757.34

2010	Jan-10	Feb-10	Mar-10	Apr-10	May-10	Jun-10	Jul-10	Aug-10	Sep-10	Oct-10	Nov-10	Dec-10	2010	Accumulated
Days Inn	1,185.47	1,449.73	1,549.04	1,424.74	1,526.74	1,717.10	1,726.55	1,382.62	1,037.26	1,443.48	1,285.64	907.53	16,635.90	
Deerfield Inn	339.50	330.40	446.18	561.31	458.69	584.57	518.00	475.72	486.90	557.00	578.00	436.00	5,772.27	
Fairview Inn	268.00	262.00	313.00	315.00	340.00	358.00	321.00	261.00	291.00	340.00	292.00	266.00	3,627.00	
Judge Motel	177.00	179.00	153.00	144.00	148.17	151.20	194.32	161.00	179.00	166.07	155.15	158.00	1,965.91	
Plum Point Inn	699.00	509.00	582.00	521.00	568.00	739.00	725.00	589.00	408.00	500.00	264.00	316.00	6,420.00	
Harshman	55.00		-											
Income	2,723.97	2,730.13	3,043.22	2,966.05	3,041.60	3,549.87	3,484.87	2,869.34	2,402.16	3,006.55	2,574.79	2,083.53	34,421.08	
Expense	1,044.57	516.94	1,553.30	10,470.24	981.43	-	3,750.00	2,017.50	26.24	1,610.72	671.28	2,316.61	24,958.83	
Net	1,679.40	2,213.19	1,489.92	(7,504.19)	2,060.17	3,549.87	(265.13)	851.84	2,375.92	1,395.83	1,903.51	(233.08)	9,517.25	87,274.59

2011	Jan-11	Feb-11	Mar-11	Apr-11	May-11	Jun-11	Jul-11	Aug-11	Sep-11	Oct-11	Nov-11	Dec-11	2011	Accumulated
Days Inn	853.04	1,055.52	1,537.48	1,574.73	1,412.98	1,496.28	1,564.67	1,397.99	1,342.18	1,524.31	1,385.19	936.82	16,081.19	
Deerfield Inn	363.00	341.00	546.00	602.00	535.00	578.00	578.00	737.00	748.00	643.00	463.00	3.00	6,137.00	
Fairview Inn	244.00	267.00	347.00	350.00	342.00	437.00	444.00	379.00	347.00	401.00	293.00	209.00	4,060.00	
Judge Motel	128.38	153.00	144.30	151.00	157.00	171.00	161.28	181.00	204.00	228.00	182.20	188.00	2,049.16	
Plum Point Inn	331.00	298.00	402.00	385.00	379.00	470.00	402.00	292.00	286.00	209.00	298.00	322.00	4,074.00	
Income	1,919.42	2,114.52	2,976.78	3,062.73	2,825.98	3,152.28	3,149.95	2,986.99	2,927.18	3,005.31	2,621.39	1,658.82	32,401.35	
Expense	4,386.09	535.00	41.80	29,423.65	2,125.00	5,000.00	2,550.00	2,167.70	2,775.00	16,885.00	1,000.00	2,686.56	69,575.80	
Net	(2,466.67)	1,579.52	2,934.98	(26,360.92)	700.98	(1,847.72)	599.95	819.29	152.18	(13,879.69)	1,621.39	(1,027.74)	(37,174.45)	50,100.14

2012	Jan-12	Feb-12	Mar-12	Apr-12	May-12	Jun-12	Jul-12	Aug-12	Sep-12	Oct-12	Nov-12	Dec-12	2012	Accumulated
Days Inn	696.88	961.21	1,549.01	1,086.19	1,431.97	1,598.75	1,611.56	1,719.97	1,741.73	1,831.31	1,126.21	843.82	16,198.61	
Deerfield Inn	343.00	319.00	532.00	538.00	540.00	559.00	555.00	440.00	707.00	627.00	360.00	590.00	6,110.00	
Fairview Inn	280.00	319.00	425.00	437.00	513.00	426.00	415.00	382.00	469.00	380.00	186.00	210.00	4,442.00	
Judge Motel	165.48	148.00	188.00	162.00	167.00	166.00	181.00	168.35	165.00	135.00	151.45	133.00	1,930.28	
Plum Point Inn	308.00	416.00	602.00	341.00	623.00	552.00	487.00	403.00	689.00	798.00	356.00	256.00	5,831.00	
Total	1,793.36	2,163.21	3,296.01	2,564.19	3,274.97	3,301.75	3,249.56	3,113.32	3,771.73	3,771.31	2,179.66	2,032.82	34,511.89	
Expense	-	280.00	3,808.00	5,100.00	-	4,158.23	1,606.41	4,845.00	12,306.84	805.50	-	-	32,909.98	
Net	1,793.36	1,883.21	(511.99)	(2,535.81)	3,274.97	(856.48)	1,643.15	(1,731.68)	(8,535.11)	2,965.81	2,179.66	2,032.82	1,601.91	51,702.05

2013	Jan-13	Feb-13	Mar-13	Apr-13	May-13	Jun-13	Jul-13	Aug-13	Sep-13	Oct-13	Nov-13	Dec-13	2013	Accumulated
Days Inn	1,234.59	948.74	1,288.54	1,456.34	1,587.72	1,810.34	1,540.00	1,259.00	1,051.00	1,800.00	1,680.00	1,194.00	16,850.27	
Deerfield Inn	498.00	404.00	537.00	530.00	635.00	620.00	563.00	648.00	727.00	719.00	641.00	447.00	6,969.00	
Fairview Inn	177.00	131.00	196.00	194.00	304.00	254.00	323.00	281.00	365.00	485.00	511.00	429.00	3,650.00	
Judge Motel	116.00	155.00	164.00	158.07	193.10	146.00	142.48	169.13	155.45	210.48	197.35	140.33	1,947.39	
Plum Point Inn	363.00	449.00	458.00	497.00	489.00	456.00	419.00	456.00	454.00	540.00	571.00	421.00	5,573.00	
Total	2,388.59	2,087.74	2,643.54	2,835.41	3,208.82	3,286.34	2,987.48	2,813.13	2,752.45	3,754.48	3,600.35	2,631.33	34,989.66	
Expense	-	-	-	-	1,500.00	-	5,000.00	8,000.00	5,800.00	-	4,000.00	-	24,300.00	
Net	2,388.59	2,087.74	2,643.54	2,835.41	1,708.82	3,286.34	(2,012.52)	(5,186.87)	(3,047.55)	3,754.48	(399.65)	2,631.33	10,689.66	62,391.71

2014	Jan-14	Feb-14	Mar-14	Apr-14	May-14	Jun-14	Jul-14	Aug-14	Sep-14	Oct-14	Nov-14	Dec-14	2014	Accumulated
Days Inn	850.00	1,213.00											2,063.00	
Deerfield Inn	388.00	552.00											940.00	
Fairview Inn	272.00	318.00											590.00	
Judge Motel	129.85	153.38											283.23	
Plum Point Inn	436.00	320.00											756.00	
Total	2,075.85	2,556.38	-	-	-	-	-	-	-	-	-	-	4,632.23	
Expense	36,540.00	15,000.00											51,540.00	
Net	(34,464.15)	(12,443.62)	-	-	-	-	-	-	-	-	-	-	(46,907.77)	15,483.94

SIGN MUSICFEST

BALANCE ON SIGN OWN'D IS \$5-10K

Osceola, Arkansas
ADVERTISING & PROMOTION COMMISSION

MINUTES

Monday, November 17, 2014

Present:	Gibson, Bruce	Guests:	Fetsch, Susan
	Dunegan, Tyler		Scrivner, Tom
	Kennemore, Dickie ✓		Stilwell, Michelle
	Moore, Cody ✓		Wakefield, Julie
	Shemwell, Jim* ✓	<i>D. D. DOLLOK ✓</i>	Weldon, Michelle
	Tucker, Ammi ✓	<i>JAMES BARKER, JR. ✓</i>	
Absent:	Bowles, Lee ✓		
	Guy, Joe		
	Keatts, Harry ✓		
	Redzepi, Nuhi		

The meeting was called to order at 4:00 p.m. with a quorum present.

Cody Moore reported the A&P Tax fund had a balance of \$38,650.90 as of October 31, 2014.

Michelle Weldon presented the Christmas Parade budget of \$6,700, which included a requested \$4,000 contribution from A&P funds. The event is to be held on Saturday, December 6, 2014, and will include activities, live music by Loose Change, and over 100 entries of vehicles, floats, and characters. Weldon noted that the character costume rental cost is offset by business sponsorships, and that the prize money figure pays out to five different categories. Motion by Tyler Dunegan, second by Ammi Tucker, and carried to approve an A&P contribution of \$4,000 for the Christmas Parade.

Tom Scrivner approached the commission requesting a \$15,000 contribution from A&P towards the 2015 Osceola Heritage MusicFest. He first presented the 2014 festival proposed budget, actual budget, and variances. He noted that some of the larger variances, namely in VIP room beer and food expense, were due to not knowing what to expect, both from some items being donated in the past and also not having a clear reference figure from past festivals.

Moore stated that the current MusicFest account balance totaled \$12,152.59. Michelle Stillwell interjected that approximately \$2,000 of a band's deposit was paid through Main Street Osceola and had not yet been reimbursed. Dickie Kennemore said that she would need to take the request through the MusicFest committee, who could then approach council for the expenditure. Kennemore then noted that if the account balance was around \$10,000 after the tentative repayment to Main Street, up to \$25,000 could be put towards the 2015 festival.

Actual 2014 budget showed \$74,824.27 in revenue, \$61,615.20 in expense, with a net profit of \$13,209.07. He presented the 2015 budget, which showed projected revenue of \$92,800, projected expense of \$87,350, and projected profit of \$5,450. This projected profit was then added to the existing account balance and proposed A&P contribution of \$15,000, to show an estimated ending balance of \$32,600 as seed funds for the 2016 festival. Notable changes were projected sponsorships showed an increase of approximately \$15,000 due to incoming businesses, gate sales increase of nearly \$2,000 and beer sales increase of nearly \$2,000 to account for more construction workers in area, band expense increase of almost \$24,000, and VIP room expense reduction to do a lighter menu of finger foods.

In regards to the 2014 results, Tucker inquired as to why the beer expense was relatively close to budgeted, but beer sales were substantially lower than budgeted. Scrivner explained that it was because of both lack of knowledge of previous years' expense and also not knowing how much beer went to the VIP room. Looking at the beer figures in the proposed 2015 budget, James Shemwell noted the beer revenue increase shown should also have a correlating increase in cost.

Dunegan stated that the 2014 sponsorships included the A&P contribution, meaning the presented 2015 budget actually showed an increase of \$30,000 in sponsorships rather than \$15,000. Scrivner said he hoped to increase sponsorships due to new businesses, a strong drive for sponsorships, and a possible new visible advertising opportunity on the stage.

Dunegan asked about the near doubling of the band budget. Scrivner responded that the intent is that by bringing a higher ticket band, it would draw a larger crowd to the festival. Susan Fetsch asked if ticket prices would be raised, and Scrivner said that this possibility had not been discussed. Dunegan asked if the increased band expense could be justified with increase in profit. Scrivner said that it is a gamble, but that he would like the festival to grow. He also mentioned possibly contracting through a third-party festival promoter.

Kennemore inquired to the proposed ending balance of \$32,600, which Scrivner said could be banked towards next year's festival. Kennemore added that in his opinion, the idea is not necessarily to profit, but to increase quality of life for Osceola and the area.

Shemwell suggested that Scrivner maybe take the budget back to committee to regroup figures in beer sales cost and revenue and other items. He noted that he felt the sponsorship increase was not realistic, and added that gate sales should increase with band cost increase. He added maybe the commission approve the \$15,000 commitment, with the contingency that a revised budget be presented for approval prior to the December City Council meeting.

Dunegan mentioned his memory from last year's MusicFest request included the goal that the festival become self-sufficient, but that the budget shows that the festival is still relying on a sizeable contribution from A&P and he is afraid for the festival to experience a major loss. Scrivner said he wanted to make the festival bigger and better to bring more people in, and Kennemore noted that the A&P fund is set up to advertise and promote Osceola, and he feels that MusicFest does that. Shemwell added that, due to the favorable budget conditions, this is the year to take a gamble on band expense because if a top name band doesn't draw attendance, a cushion is there to protect against a major loss.

Kennemore noted that the A&P fund currently had a balance of \$38,650.90, and after deducting the parade contribution of \$4000, a balance of \$34,650.90 remained for consideration. Kennemore made a motion to contribute \$15,000 to the Osceola Heritage MusicFest Committee. Tucker abstained from vote due to her participation on the committee requesting the funds. Shemwell abstained from a making a second, noting his role as Chairman of the A&P commission and following parliamentary procedure. Without a second on the table, Tucker suggested the MusicFest committee adjust the budget, then bring back a revised proposal to the December meeting. The commission agreed to table the decision for an A&P contribution to MusicFest until presented with a revised budget.

Motion to adjourn made by Kennemore, second by Tucker, and carried at 4:55 p.m.



James Shemwell
Advertising & Promotions Commission Chairperson

Ammi Tucker
Advertising & Promotions Commission Secretary

YEAR : Jan-2014 / Dec-2014

FUND : 02 -CITY GENERAL FUND

DEPT :

PERIOD TO USE: January THRU December

ACCOUNTS: 5-01-626 THRU 5-01-626

POST DATE TRAN # REFERENCE PACKET=====DESCRIPTION===== VEND INV/PO/JE # NOTE =====AMOUNT===== BALANCE=====

FUND: 02 -CITY GENERAL FUND

5-01-626		A & P EXPENSES		B E G I N N I N G		B A L A N C E		0.00	
1/02/14	1/02 A04338	CHK: 046468	WELCOME SIGNS	0217				36,540.00	36,540.00
			SEMINOLE CONTRACTING CO	INV# 201401025587	/PO#				
			JANUARY ACTIVITY	DB: 36,540.00	CR: 0.00			36,540.00	
5/05/14	5/05 A05898	CHK: 047058	ARKANSAS DELTA BYWAYS	2591				3,000.00	39,540.00
			ARKANSAS DELTA BYWAYS	INV# 201405057804	/PO#				
5/28/14	5/28 A06236	CHK: 047192	HINSON'S DISPLAY SIGNS,	0773				1,423.50	40,963.50
			HINSON'S DISPLAY SIGNS, I	INV# 201405288364	/PO#				
			MAY ACTIVITY	DB: 4,423.50	CR: 0.00			4,423.50	
6/25/14	6/25 A06655	CHK: 047358	WELCOME SIGNS	0217				10,000.00	50,963.50
			SEMINOLE CONTRACTING CO	INV# 201406258952	/PO#				
			JUNE ACTIVITY	DB: 10,000.00	CR: 0.00			10,000.00	
8/20/14	8/20 A07284	CHK: 047592	INV# 1352	2591				3,000.00	53,963.50
			ARKANSAS DELTA BYWAYS	INV# 201408209807	/PO#				
			AUGUST ACTIVITY	DB: 3,000.00	CR: 0.00			3,000.00	
11/20/14	11/20 A08657	CHK: 048135	CHRISTMAS PARADE 2014	2017				4,000.00	57,963.50
			MAIN STREET OSCEOLA, INC	INV# 201411202014	/PO#				
			NOVEMBER ACTIVITY	DB: 4,000.00	CR: 0.00			4,000.00	
			ACCOUNT TOTAL	DB: 57,963.50	CR: 0.00				

----*--*--*--*--*--*--*--*

000 ERRORS IN THIS REPORT!

----*--*--*--*--*--*--*--*

** REPORT TOTALS **	--- DEBITS ---	--- CREDITS ---
BEGINNING BALANCES:	0.00	0.00
REPORTED ACTIVITY:	57,963.50	0.00
ENDING BALANCES:	57,963.50	0.00
TOTAL FUND ENDING BALANCE:	57,963.50	

2014 Expenses