

*Osceola, Arkansas*  
**ADVERTISING & PROMOTION COMMISSION**

**MINUTES**

Monday, March 21, 2016

Present: Bowles, Lee  
Keatts, Harry  
Kennemore, Dickie (ex-officio)  
Purtee, Steve (ex-officio)  
Pollock, Dot  
Shemwell, Jim\*  
Tucker, Ammi

Guests: none

Absent: Baker, Jr., James  
Gibson, Bruce  
Redzepi, Nuhi

\* *Chairman*

The meeting was called to order at 4:17 p.m. with a quorum present.

Minutes from the previous three meetings were presented for approval. Motion by Keatts, second by Pollock, and carried to approve minutes from April 20, October 16, and November 12 meetings in 2016.

Purtee presented an updated A&P fund balance, which showed \$55,306.82 through January 2016 for informational purposes only. January collections totaled \$3,802.00. The 2015 revenue was \$44,945.77, and expenses were \$33,789, totaling a net fund increase of \$9,156.77 for 2015 year to date. Purtee noted that A&P funds are tracking higher year over year.

Tucker presented a request for MusicFest advertising assistance. She provided a projected budget for the 2016 festival, which included a starting account balance of \$10,606, projected revenues of \$74,305, projected expenses of \$56,125, and a net profit of \$18,180, which would increase the ending balance to \$28,786. The proposed budget included a reduction in expenditures, particularly in performer costs and advertising, in order to lower the ticket price to \$10 per day. The request for this year was \$7,700, nearly half of the previous year's request of \$15,000. Motion by Keatts, second by Pollock, and carried to approve the recommendation to the Council for A&P expenditures of \$7,700 for MusicFest advertising support.

Tucker then presented a request for a renewal of the Osceola advertisement in the Delta Byways publication. It would be a renewal of the two-page spread that Osceola has had in the regional tourism brochure for the past few years, and the ad rate would be the same \$3,000 as last year. Motion by Bowles, second by Keatts, and carried to approve recommendation to the Council for A&P expenditure of \$3,000 for the Delta Byways advertisement.

With all business concluded, motion by Pollock, second by Tucker, and carried to adjourn.

  
James Shemwell  
Advertising & Promotions Commission Chairperson

\_\_\_\_\_  
Ammi Tucker  
Advertising & Promotions Commission Secretary

# Osceola Heritage MusicFest

## Proposed Budget for 2016 Festival

March 21, 2016

### Revenues:

STARTING ACCOUNT BALANCE (approximate)	10,606	
Advertising Support from local A&P Tax	7,700	Match for Radio, Newspaper, and Printed Materials Ads
Cash Sponsorships	50,000	
Ticket Sales: Gate	4,180	
Ticket Sales: Online		253 Early Bird Weekend Passes
Ticket Sales: Presale	375	\$4,555 In Ticket Sales
Beer Sales	8,500	
Beer Wristbands	1,000	
Vendor Fees	800	
Kids' Zone Income (wristband)	950	goal at least to break even
Poker Run	150	
Raffle	300	
Souvenir Sales	350	
Miscellaneous Revenues	-	
<b>Total Revenues</b>	<u>84,911</u>	

TICKET # EST.  
450

### Expenditures:

Music: Special Guests Friday (Buddy Jewell)	8,500	
Music: Special Guests Saturday (Tragickly White)	3,000	
Music: Undercard (7 bands, including at least 2 blues/soul/R&B)	7,475	
Stage & Lighting	8,000	
Advertising: Radio	5,000	\$2000 Jonesboro, \$2000 Memphis, \$1000 Sudbury
Advertising: Newspaper	1,200	\$500 local, \$700 for regional small papers
Advertising: Printed Materials	1,500	
Advertising: Social Media	-	
Website Hosting & Domain	-	
T-Shirts	2,000	
Beer Costs & Permit	3,000	VIP Kegs in VIP Line
Weather & Liability Insurance	4,700	
Kids Zone Expense	2,200	
VIP Room	2,500	Includes kegs from Beer Purchase
Food	850	
Online Ticket Fees	-	deducted before deposit; reflected net income above
Performers' Accomodations	1,000	
Poker Run	450	
Portable Toilet Rental	1,100	
Bank: Check Charge and Wire Fee	50	
Sales tax	<del>2,000</del> 900	
Donation to MSO	1,000	
Miscellaneous Expenses	600	Hay & nonprofit reg
<b>Total Expenditures</b>	<u>56,125</u>	

Projected Ending Account Balance 28,786 Approx Checkbook Balance

18,180 Over (Under) starting balance  
goal is to keep beginning plus add some

## TENTATIVE 2016 LINEUP

Buddy Jewell ..... \$8,500  
 Tragickly White ..... \$3,000  
 Undercard ..... \$7,475  
 (with a certain amount for Blues/Soul/R&B)  
**TENTATIVE MUSIC BUDGET.....\$18,975**

FRIDAY		TENTATIVE FESTIVAL LINEUP	
START	END		
6:00	7:00	Julius Gibson ( <i>Blues</i> )	\$300
7:15	8:15	Loose Change ( <i>Southern/Classic Rock/Country</i> )	\$400
8:45	10:15	Buddy Jewell ( <i>Country</i> )	\$8,500
10:30	???	Shotgun Billies ( <i>Southern Rock</i> )	\$1,000
SATURDAY			
4:00	5:00	Sonny Burgess ( <i>50's</i> )	\$1,375
5:15	6:15	Foot Shooter ( <i>Alternative folk rock</i> )	\$400
6:30	8:00	Marty Ray ( <i>Blues, Country</i> )	\$2,500
8:30	10:00	Beale St All Stars ( <i>R&amp;B/Funk/Motown/Party</i> )	\$1,500
10:30	???	Tragickly White ( <i>Party</i> )	\$3,000
<b>TOTAL COST</b>			<b>\$18,975</b>

Other notable changes this year:

Music taking a more regional approach, farthest band is from Little Rock, with four acts from Osceola or Mississippi County (including Buddy Jewell)

Ticket price significantly reduced to \$10 each Friday and Saturday, \$18 for weekend pass to make more accessible and encourage higher attendance  
*(last year, Friday was \$15, Saturday was \$20, weekend pass was \$30)*

Later start time on Saturday based on last year's crowd

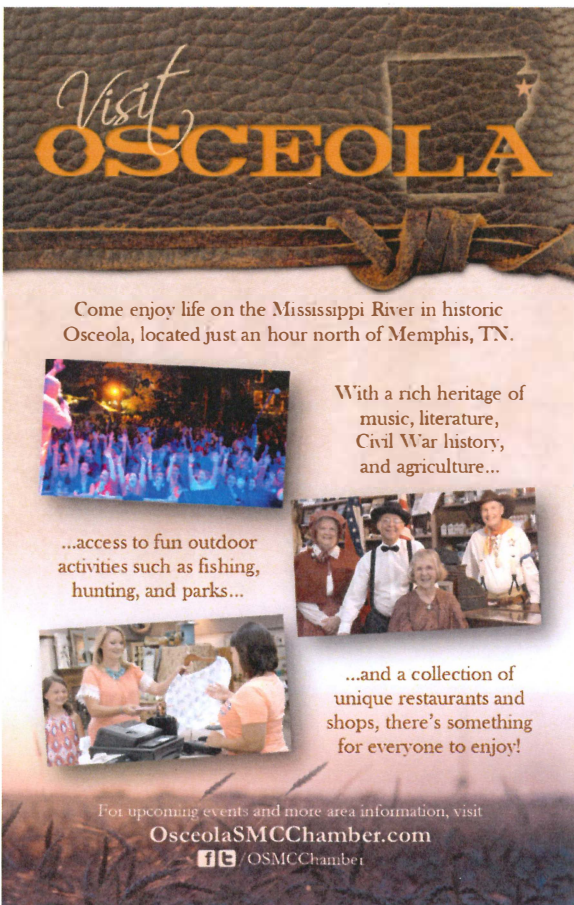
Scaling back VIP room food to minimize cost and encourage patronage of vendors

Osceola Advertising & Promotion Committee request for  
**Arkansas Travel Guide**

Date of Request: September 19, 2016

Description of Request: Advertising in the 50<sup>th</sup> annual edition of the Arkansas Travel Guide (formerly Arkansas Tour Guide. It is the most comprehensive tourism publication produced in the state, and includes information on area tourism interests as well as coupons for visitors. It has a circulation of approximately 500,000 from online inquiries, travel agents, welcome centers, and both in and out of state in hotels, motels, rest stops, and other major high-traffic areas. Advertisement will also be included in the interactive online version at no additional cost. Our area (Upper Delta) hasn't been well publicized in previous years.

Amount Requested: \$5,990 full page  
\$3,350 half page  
\$1,830 quarter page  
*(Note: Blytheville will have a full page and Wilson will have a half page advertisement in this year's publication)*



Sample full page  
Actual size 5.25" x 8.25"

Sample half page  
Actual size 5.25" x 4.0625"



# Osceola Heritage MusicFest

## Proposed Budget for 2016 Festival

June 10, 2016

<b>Revenues:</b>	BUDGETED	RUNNING	EXPECTED	TOTAL	OVER (UNDER)
STARTING ACCOUNT BALANCE (approximate)	10,606	10,606		10,606	0
Advertising Support from local A&P Tax	7,700	7,700		7,700	-
Cash Sponsorships	50,000	34,625	6,000	40,625	(9,375)
Ticket Sales: Gate	4,180	8,114		8,114	3,934
Ticket Sales: Online		671		671	671
Ticket Sales: Presale	375	1,437		1,437	1,062
Beer Sales	8,500	7,994		7,994	(506)
Beer Wristbands	1,000	1,637		1,637	637
Vendor Fees - Food	800	400	400	800	-
Vendor Fees - Nonfood		340		340	340
Program Booklet Ad Revenue		950	300	1,250	1,250
Kids' Zone Income (wristband)	950	1,990		1,990	1,040
Poker Run	150				(150)
Raffle	300	68		68	(232)
Souvenir Sales	350	950		950	600
Miscellaneous Revenues	-			-	-
<b>Total Revenues</b>	<b>84,911</b>	<b>77,482</b>	<b>6,700</b>	<b>84,182</b>	<b>(729)</b>
<b>Expenditures:</b>					
Music: Special Guests Friday (Buddy Jewell)	8,500	10,000		10,000	(1,500)
Music: Special Guests Saturday (Tragickly White)	3,000	3,000		3,000	-
Music: Undercard (7 bands, including at least 2 blues/soul/R&B)	7,475	7,475		7,475	-
Stage & Lighting	8,000	8,000		8,000	-
Advertising: Radio	5,000	5,136		5,136	(136)
Advertising: Newspaper	1,200	1,337		1,337	(137)
Advertising: Printed Materials	1,500	1,705		1,705	(205)
Advertising: Social Media	-			-	-
Advertising: Website Hosting & Domain	-	68		68	(68)
T-Shirts	2,000	4,037	(1,496)	2,541	(541)
Beer Costs & Permit	3,000	2,774		2,774	226
Weather & Liability Insurance	4,700	3,639		3,639	1,061
Kids Zone Expense	2,200	1,718		1,718	482
VIP Room	2,500	2,395		2,395	105
Food (Bands)	850	488		488	362
Online Ticket Fees	-			-	-
Performers' Accomodations	1,000	614		614	386
Poker Run	450				450
Portable Toilet Rental	1,100	1,300		1,300	(200)
Bank: Check Charge and Wire Fee	50	7		7	43
Sales tax	2,000	1,917		1,917	83
Donation to MSO	1,000	1,000		1,000	-
Miscellaneous Expenses	600	670	641	1,311	(711)
<b>Total Expenditures</b>	<b>56,125</b>	<b>57,279</b>	<b>(855)</b>	<b>56,424</b>	<b>(299)</b>
<b>Projected Ending Account Balance</b>	<b>28,786</b>	<b>20,203</b>	<b>7,555</b>	<b>27,758</b>	
<b>PROJECTED PROFIT (LOSS)</b>	<b>18,180</b>	<b>9,597</b>	<b>7,555</b>	<b>17,152</b>	<b>(0)</b>

**ACTUAL RUNNING PROFIT (LOSS) 17,152**

# MusicFest 2016 - Ticket Sales Log

	FRIDAY ONLY			SATURDAY ONLY			EARLY BIRD WEEKEND			WEEKEND		
	Total	Each	#	Total	Each	#	Total	Each	#	Total	Each	#
Gate1	\$2,279.00	\$10.00	227.9	\$4,600.00	\$10.00	460.0		\$16.00	0.0		\$18.00	0.0
Gate 2	\$560.00	\$10.00	56.0	\$675.00	\$10.00	67.5		\$16.00	0.0		\$18.00	0.0
Chamber		\$10.00	0.0		\$10.00	0.0		\$16.00	0.0	\$509.00	\$18.00	28.3
Osc Print	\$30.00	\$10.00	3.0		\$10.00	0.0		\$16.00	0.0	\$189.00	\$18.00	10.5
Willis		\$10.00	0.0		\$10.00	0.0		\$16.00	0.0	\$36.00	\$18.00	2.0
Reid	\$90.00	\$10.00	9.0	\$20.00	\$10.00	2.0		\$16.00	0.0		\$18.00	0.0
Lea		\$10.00	0.0		\$10.00	0.0		\$16.00	0.0	\$36.00	\$18.00	2.0
Group Lvl1		\$9.00	0.0		\$9.00	0.0				\$255.00	\$17.00	15.0
Group Lvl2	\$200.00	\$8.00	25.0		\$8.00	0.0					\$16.00	0.0
Other		\$10.00	0.0		\$10.00	0.0		\$16.00	0.0	\$72.00	\$18.00	4.0
Online	\$255.00	\$10.00	25.5	\$240.00	\$10.00	24.0	\$32.00	\$16.00	2.0	\$144.00	\$18.00	8.0
	\$3,414.00		346.4	\$5,535.00		553.5	\$32.00		2.0	\$1,241.00		69.8

	2015	+ / -	+ / - %
Friday only	346.4	198.1	148.3 75%
Saturday Only	553.5	309.8	243.7 79%
Weekend Passes	71.8	34.8	37.0 106%
<b>TOTAL SOLD</b>	<b>971.7</b>	542.7	429.0 79%
<b>TOTAL SALES</b>	<b>\$10,222.00</b>	\$10,086.90	\$135.10 1%

\*Note: decimals are from the lower kids' ticket prices being calculated into total; total figures converted to Adult Ticket Equivalent figures

<b>Sponsor Comp Tickets</b>	<b>404.0</b>	2015	+ / -	+ / - %
<i>Weekend Passes for Sponsors</i>		481	-77.0	-16%
<b>Performer+Guest Comp Tickets</b>	<b>108.0</b>			
<i>9 bands @ 5 members + 5 guests, plus 18 school performers for Buddy Jewell</i>				
<b>Volunteers</b>	<b>97.0</b>			
<i>Combination of single day and weekend</i>				

Ticket Description	Friday	Saturday
Single day sales	346.4	553.5
Weekend Passes	71.8	71.8
Sponsor Comp	404.0	404.0
Performer+Guest Comp	63	45
Volunteers	61	71
<b>Estimated Daily Attendance</b>	<b>946.2</b>	<b>1145.3</b>

Not including law enforcement, stage hands, and vendors



*Osceola, Arkansas*  
**ADVERTISING & PROMOTION COMMISSION**

**MINUTES**

Monday, September 19, 2016

Present:	Bowles, Lee Keatts, Harry Pollock, Dot Shemwell, Jim* Tucker, Ammi	Guests:	Sandra Brand Michelle Chipman
----------	--	---------	----------------------------------

Absent:	Baker, Jr., James Kennemore, Dickie (ex-officio) Purtee, Steve (ex-officio) Redzepi, Nuhi	* <i>Chairman</i>
---------	--	-------------------

The meeting was called to order at 4:21 p.m. with a quorum present.

Minutes from the March 21 and September 19, 2016 meetings were presented to the commission for approval. Motion by Keatts, Second by Pollock, and carried to approve the minutes as presented.

Purtee was not present to present an updated A&P fund balance. However, Tucker noted that the expected expenditure of \$5,990 for the State Tourism Guide approved at the previous month's meeting would not actually be billed until December.

Michelle Chipman then presented her request for the Osceola Christmas Parade, set for Saturday, December 3, 2016. She stated this year's parade would include 55 characters for which donations help offset the cost. She also shared that there would be an interactive play with 20 of the characters on the pocket park stage prior to the parade. She also explained that this year, much of the light post garland would have to be replaced due to weathering. The parade expenses were estimated to be at \$5,000, which was the amount that Chipman requested of the A&P Commission. Motion by Keatts, Second by Pollock, and carried to recommend A&P fund expenditure of \$5,000 for the Osceola Christmas Parade to the Council.

Tucker also shared with the commission that Bryand Whitted was coordinating a campaign to erect signage recognizing Osceola native Maurice Carthon. Since the commission has helped covered the vinyl replacement for the Buddy Jewell billboard earlier this year, Tucker suggested the group consider partially covering the cost of the new construction. She stated she would talk to Whitted and encourage his presentation to the commission next month.

With all business concluded, motion by Pollock, second by Bowles, and carried to adjourn.

  
James Shemwell  
Advertising & Promotions Commission Chairperson

Ammi Tucker  
Advertising & Promotions Commission Secretary

City of Osceola

Advertising Promotion Tax Commission

Report of Tax Activities

2015	Jan-15	Feb-15	Mar-15	Apr-15	May-15	Jun-15	Jul-15	Aug-15	Sep-15	Oct-15	Nov-15	Dec-15	2015	Accumulated
														\$ 42,348.05
Days Inn	1,185.00	1,322.00	2,036.00	2,058.00	2,015.00	2,156.00	2,231.00	1,990.00	2,050.00	2,228.00	1,952.00	1,909.00	23,132.00	
Deerfield Inn	541.00	709.00	828.00	810.00	864.00	771.00	754.00	754.00	701.00	723.00	748.00	795.00	8,998.00	
Fairview Inn	233.00	215.00	399.00	359.00	318.00	499.00	460.00	476.00	521.00	430.00	482.00	403.00	4,795.00	
Judge Motel	134.70	140.99	139.41	173.63	155.94	169.00	191.34	180.36	179.40	222.00	238.00	219.00	2,143.77	
Plum Point Inn	307.00	265.00	408.00	371.00	345.00	318.00	299.00	296.00	255.00	319.00	337.00	357.00	3,877.00	
Total Receipts	2,400.70	2,651.99	3,810.41	3,771.63	3,697.94	3,913.00	3,935.34	3,696.36	3,706.40	3,922.00	3,757.00	3,683.00	42,945.77	
Expense	-	-	-	15,000.00		4,850.00	4,850.00		3,000.00	5,000.00		1,089.00	33,789.00	
				Music Fest		Churchill	Churchill		AR Delta Bw	Main Street		Hinson Sign		
Net	2,400.70	2,651.99	3,810.41	(11,228.37)	3,697.94	(937.00)	(914.66)	3,696.36	706.40	(1,078.00)	3,757.00	2,594.00	9,156.77	\$ 51,504.82

2016	Jan-16	Feb-16	Mar-16	Apr-16	May-16	Jun-16	Jul-16	Aug-16	Sep-16	Oct-16	Nov-16	Dec-16	2016	Accumulated
														\$ 51,504.82
Days Inn	2,023.00												2,023.00	
Deerfield Inn	790.00												790.00	
Fairview Inn	458.00												458.00	
Judge Motel	214.00												214.00	
Plum Point Inn	317.00												317.00	
Total Receipts	3,802.00	-	-	-	-	-	-	-	-	-	-	-	3,802.00	
Expense	-	-	-	-	-	-	-	-	-	-	-	-	-	
Net	3,802.00	-	-	-	-	-	-	-	-	-	-	-	3,802.00	\$ 55,306.82

City of Osceola  
 Advertising Promotion Tax Commission  
 Report of Tax Activities

2015	Jan-15	Feb-15	Mar-15	Apr-15	May-15	Jun-15	Jul-15	Aug-15	Sep-15	Oct-15	Nov-15	Dec-15	2015	Accumulated
														\$ 42,348.05
Days Inn	1,185.00	1,322.00	2,036.00	2,058.00	2,015.00	2,156.00	2,231.00	1,990.00	2,050.00	2,228.00	1,952.00	1,909.00	23,132.00	
Deerfield Inn	541.00	709.00	828.00	810.00	864.00	771.00	754.00	754.00	701.00	723.00	748.00	795.00	8,998.00	
Fairview Inn	233.00	215.00	399.00	359.00	318.00	499.00	460.00	476.00	521.00	430.00	482.00	403.00	4,795.00	
Judge Motel	134.70	140.99	139.41	173.63	155.94	169.00	191.34	180.36	179.40	222.00	238.00	219.00	2,143.77	
Plum Point Inn	307.00	265.00	408.00	371.00	345.00	318.00	299.00	296.00	255.00	319.00	337.00	357.00	3,877.00	
Total Receipts	2,400.70	2,651.99	3,810.41	3,771.63	3,697.94	3,913.00	3,935.34	3,696.36	3,706.40	3,922.00	3,757.00	3,683.00	42,945.77	
Expense	-	-	-	15,000.00		4,850.00	4,850.00		3,000.00	5,000.00		1,089.00	33,789.00	
				Music Fest		Churchill	Churchill		AR Delta Bw	Main Street		Hinson Sign		
Net	2,400.70	2,651.99	3,810.41	(11,228.37)	3,697.94	(937.00)	(914.66)	3,696.36	706.40	(1,078.00)	3,757.00	2,594.00	9,156.77	\$ 51,504.82

2016	Jan-16	Feb-16	Mar-16	Apr-16	May-16	Jun-16	Jul-16	Aug-16	Sep-16	Oct-16	Nov-16	Dec-16	2016	Accumulated
														\$ 51,504.82
Days Inn	2,023.00												2,023.00	
Deerfield Inn	790.00												790.00	
Fairview Inn	458.00												458.00	
Judge Motel	214.00												214.00	
Plum Point Inn	317.00												317.00	
Total Receipts	3,802.00	-	-	-	-	-	-	-	-	-	-	-	3,802.00	
Expense	-	-	-	-	-	-	-	-	-	-	-	-	-	
Net	3,802.00	-	-	-	-	-	-	-	-	-	-	-	3,802.00	\$ 55,306.82

City of Osceola  
Advertising & Promotion Tax Commission  
Report of Tax Activities

2015	January	February	March	April	May	June	July	August	September	October	November	December	Total	Accumulated
														42,348.05
Days Inn	1,185.00	1,322.00	2,036.00	2,058.00	2,015.00	2,156.00	2,231.00	1,990.00	2,050.00	2,228.00	1,952.00	1,909.00	23,132.00	
Deerfield Inn	541.00	709.00	828.00	810.00	864.00	771.00	754.00	754.00	701.00	723.00	748.00	795.00	8,998.00	
Fairview Inn	233.00	215.00	399.00	359.00	318.00	499.00	460.00	476.00	521.00	430.00	482.00	403.00	4,795.00	
Judge Motel	134.70	140.99	139.41	173.63	155.94	169.00	191.34	180.36	179.40	222.00	238.00	219.00	2,143.77	
Plum Point Inn	307.00	265.00	408.00	371.00	345.00	318.00	299.00	296.00	255.00	319.00	337.00	357.00	3,877.00	
Total Receipts	2,400.70	2,651.99	3,810.41	3,771.63	3,697.94	3,913.00	3,935.34	3,696.36	3,706.40	3,922.00	3,757.00	3,683.00	42,945.77	
Expense	-	-	-	15,000.00	-	4,850.00	4,850.00	-	3,000.00	5,000.00	-	1,089.00	33,789.00	
				Music Fest		Churchhill	Churchhill		AR Delta BW	Main Street		Hinson Sign		
Total	2,400.70	2,651.99	3,810.41	(11,228.37)	3,697.94	(937.00)	(914.66)	3,696.36	706.40	(1,078.00)	3,757.00	2,594.00	9,156.77	51,504.82

2016	January	February	March	April	May	June	July	August	September	October	November	December	Total	Accumulated
														51,504.82
Days Inn	2,023.00	1,922.00	2,301.00	2,039.00	2,091.00	2,271.00	2,339.00						14,986.00	
Deerfield Inn	790.00	717.00	815.00	932.00	938.00	891.00	862.30						5,945.30	
Fairview Inn	458.00	399.00	504.00	477.00	525.00	435.00	498.00						3,296.00	
Judge Motel	214.00	185.00	206.12	203.00	222.18	208.00	197.00						1,435.30	
Plum Point Inn	317.00	317.00	365.00	333.00	481.00	359.00	320.00						2,492.00	
Total Receipts	3,802.00	3,540.00	4,191.12	3,984.00	4,257.18	4,164.00	4,216.30	-	-	-	-	-	28,154.60	
Expense	-	7,700.00	-	3,000.00									10,700.00	
		Music Fest		AR Delta BW										
Total	3,802.00	(4,160.00)	4,191.12	984.00	4,257.18	4,164.00	4,216.30	-	-	-	-	-	17,454.60	68,959.42



P.O. Box 1617 Phone (870) 763-4100  
 BLYTHEVILLE AR 72316  
 1-800-763-4124 FAX (870) 763-8660

# QUOTATION

Client: Briant Whitted  
 Attn: Briant Whitted  
 Address:  
 City: Osceola  
 State: AR  
 Zip:  
 Phone:  
 Date: November 16, 2016

**Project Description:**

1ea – new billboard for Maurice Carthon  
 Size 8' 20' with 6x6 posts and wood structure, similar to Buddy Jewell  
 Manufactured at Hinson Plant. Instaled next to eh water tower on W Keiser  
 Billboard cover to be designed by Hinson. PDF artwork by customer-----990.00 plus tax  
 Concrete footing to be poured below grade, to allow brick layers to pour their footing.  
 Brick work on columns furnished by customer.  
 Structure cost-----6660.00 plus tax

THANKS,

Electrical hook ups by others and are not included in quote.  
 Completion date: 3 weeks from deposit  
 Sales tax will be added unless otherwise specified.

Price	7650.00
Delivery/installation	
Sub total	
Sales Tax	765.00
Total	8415.00

Terms: 50% deposit required. Balance due upon completion.

PRICE QUOTATION GOOD FOR 30 DAYS

Deposit	4207.50
Due upon completion	4207.50

**SKETCH DEPOSIT:** The sketch deposit covers minimal costs involved in developing a concept. It does not cover the actual purchase of a custom design, which would be figured at an hourly rate, with a quoted minimum price. The sketch remains the property of the designer.

designer are the property of the designer and will be held for the client, unless otherwise shown.

**PRICES** as indicated above, are minimum estimates for art or sign work only. Photostats, typography, photographs, overtime, changes and/or additions, delays caused by the client, special consultations and all other work expense that cannot be estimated accurately in advance will be billed extra unless otherwise specified herein.

**THE CLIENT** agrees to pay all costs of collection in the event of default of payment by the client, including a reasonable attorney's fee. In the event of delinquent payments, the client will be charged a rate of 1-1/2% interest for every month after the first 30 days.

**FINISHED** art, mechanicals, and signs will be released for use by the client only. Mechanicals, original art, sketches and materials other than signs originated by the

**SPECIAL** conditions on client's purchase orders in no way negate the above Conditions of Sale. In ordering the work described above, the client accepts all of these conditions whether noted on his purchase order or not.

**THANK YOU FOR YOUR ORDER:** This signed contract constitutes authorization to proceed.

SIGNATURE

COMPANY

DATE

# Osceola Arkansas

*hometown of*

# Maurice Carthon

Super Bowl XXI  
Champion



Super Bowl XXV  
Champion



**Hinson DISPLAY SIGNS**  
INCORPORATED  
28 EAST 45th STREET, BLYTHEVILLE, ARKANSAS 72315  
870-743-4100

DESIGNED FOR	<b>Briant Whitted</b>	DATE	11/09/2016
PROJECT LOCATION	Blytheville, AR	SCALE	3/8" = 1'-0"
SALES CONSULTANT	Dale Hinson	ARTIST	KRH
		DRAWING NUMBER	080315-C
		PAGE	1 OF 1
<small>THIS DRAWING IS THE PROPERTY OF HINSON DISPLAY SIGNS, INC. AND IS TO BE USED ONLY FOR THE PROJECT AND LOCATION SPECIFICALLY IDENTIFIED HEREON. IT IS NOT TO BE REPRODUCED, COPIED, OR TRANSMITTED IN ANY FORM OR BY ANY MEANS, ELECTRONIC OR MECHANICAL, INCLUDING PHOTOCOPYING, RECORDING, OR BY ANY INFORMATION STORAGE AND RETRIEVAL SYSTEM, WITHOUT THE WRITTEN PERMISSION OF HINSON DISPLAY SIGNS, INC. © 2016 HINSON DISPLAY SIGNS, INC.</small>		CUSTOMER ACCEPTANCE	
		DATE	

<b><u>A&amp;P Comm. Call Down List:</u></b>			<b>Call Status</b>
Name	Number		
Shemwell, Jim, Chair	278-7458	<a href="mailto:jshemwell@smail.anc.edu">jshemwell@smail.anc.edu</a>	
Ammi Tucker, Secy.	563-2281	<a href="mailto:osceolachamber@sbcglobal.net">osceolachamber@sbcglobal.net</a>	
Pollock, Dot	563-0455	<a href="mailto:djpollsix@rittermail.com">djpollsix@rittermail.com</a>	
Baker, James	549-7564	<a href="mailto:bakerjames72@yahoo.com">bakerjames72@yahoo.com</a>	
Purtee, Steve	549-1794	<a href="mailto:steve.purtee@osceolalightandpower.com">steve.purtee@osceolalightandpower.com</a>	
Gibson, Bruce	563-1200	<a href="mailto:gib02@aol.com">gib02@aol.com</a>	
Bowles, Lee	822-0468	<a href="mailto:leebowles@dawsonwelding.com">leebowles@dawsonwelding.com</a>	
Keatts, Harry	563-5700	<a href="mailto:sandbargrille@att.net">sandbargrille@att.net</a>	

# OSCEOLA MAIN STREET OSCEOLA CHRISTMAS PARADE

DEC 3<sup>RD</sup>  
SM.

## 2016 Osceola Christmas Parade

Publicity/Printing	Expected	Actual
Character/Sponsor Signs	\$100.00	
Advertising/Forms/Flyers	\$500.00	
<b>Total</b>	<b>\$600.00</b>	

Staff	Expected	Actual
Staff Supplies	\$200.00	
<b>Total</b>	<b>\$200.00</b>	

Grand Stand	Expected	Actual
Sound	\$600.00	
Decorations	\$200.00	
<b>Total</b>	<b>\$800.00</b>	

Parade Characters	Expected	Actual
Carriage Rental	Donation	
Christmas Costumes	\$300.00	
Sponsor Costume Rentals	Donation	
VIP Refreshments	Donation	
Volunteer Refreshments	\$300.00	
<b>Total</b>	<b>\$600.00</b>	

Outdoor Décor	Expected	Actual
Misc Décor	\$200.00	
Light Post Garland	\$600.00	
<b>Total</b>	<b>\$800.00</b>	

Miscellaneous	Expected	Actual
Insurance	\$500.00	
Prize Money	\$1,000.00	
Christmas Concert	\$500.00	
<b>Total</b>	<b>\$2,000.00</b>	

Expense Totals	Expected	Actual
<b>Parade Expenses</b>	<b>\$5,000.00</b>	
Business Character Sponsors		
<b>A&amp;P Grant</b>		

