

Proposed Osceola Advertising & Promotion Commissioners

January 21, 2019

1. James Shemwell, Arkansas Northeastern College, Chairman

Item (a)(3), Public at Large residing in Osceola

2. Ammi Tucker, Osceola/SMC Chamber of Commerce, Secretary

Item (a)(1)(A), tourism industry residing in levying municipality

3. Tim Redzepi, Rodeway Inn

4. Harry Keatts, Sandbar Grille

5. Robert Zenanko, Museum Coffee Shoppe

*Item (a)(1)(B), tourism industry that represent
hotels, motels, or restaurants*

6. Gregory Baker

7. Gary Cooper

Item (a)(2), City Council Members

Ex-officio for information

CFO or Accountant, City of Osceola

ORDINANCE NO. 2007- 837

CITY OF OSCEOLA, ARKANSAS

AN ORDINANCE ESTABLISHING A TWO AND ONE-HALF PERCENT (2.5%) TAX UPON THE GROSS RECEIPTS OF HOTEL AND/OR MOTEL ACCOMODATIONS FOR PROFIT IN THE CITY LIMITS OF OSCEOLA, ARKANSAS, AND FOR OTHER PURPOSES

SECTION 5. ADVERTISING AND PROMOTION COMMISSION

(a) The City of Osceola, Arkansas, hereby creates a municipal advertising and promotion commission, to be composed of seven (7) members, as follows:

(1)(A) Four (4) members shall be owners or managers of businesses in the tourism industry, and the owner or manager shall reside in the levying municipality.

(B) At least three (3) of these members shall be owners or managers of hotels, motels, or restaurants and shall serve for staggered terms of four (4) years;

(2) Two (2) members of the commission shall be members of the City Council of the City of Osceola, Arkansas, and selected by the City Council of the City of Osceola, Arkansas, and shall serve at the will of the City Council of Osceola, Arkansas; and

(3) One (1) member shall be from the public at large who shall reside within the City of Osceola, Arkansas, and shall serve for a term of four (4) years.

(b) The initial members of the commission shall be selected as follows:

(1) The four (4) tourism industry positions provided for in subdivision (a)(1) of this section shall be filled by appointment made by the City Council of Osceola, Arkansas for staggered terms so that:

(A) One (1) member will serve for a term of one (1) year;

(B) One (1) for a term of two (2) years;

(C) One (1) for a term of three (3) years; and

(D) One (1) for a term of four (4) years.

(2) The at-large position provided for in subdivision (a)(3) of this section shall be filled by nomination by the Mayor of the City of Osceola, Arkansas, and approval by the City Council of Osceola, Arkansas.

(d) Whether resulting from expiration of a regular term or otherwise, a vacancy on the commission in any of the four (4) tourism industry positions provided for in subdivision (a)(1) of this section or in the at-large position provided for in subdivision (a)(3) of this section shall be filled by appointment made by the remaining members of the commission, with the approval of the City Council of Osceola, Arkansas.

Osceola, Arkansas
ADVERTISING & PROMOTION COMMISSION

AGENDA

Monday, February 18, 2019

Minutes

City Guide Brochures

Wayfinding Signs

State Basketball Welcome Banners

Any Other Business

Osceola, Arkansas
ADVERTISING & PROMOTION COMMISSION

AGENDA
Monday, April 15, 2019

Minutes

March 2019

Financial Update

Osceola/SMC Chamber

Billboard Rotations

Wayfinding Signs

Main Street Osceola

Arts on the Square

Any Other Business

Osceola, Arkansas
ADVERTISING & PROMOTION COMMISSION

MINUTES

Monday, March 18, 2019

Present:	Baker, Greg ✓ Cooper, Gary ✓ Keatts, Harry ✓ Tucker, Ammi ✓ Shemwell, Jim* ✓ Zenanko, Robert ✓	Guests:	Colbert, Bruce ✓ Fines, Monica ✓ Sparks, Bret Travis, Stacey
Absent:	Redzepe, Tim		* <i>Chairman</i>

The meeting was called to order with a quorum present.

Minutes from the August 2018 and February 2019 meeting were presented for approval. Motion by Keatts, second by Baker, and carried to approve as presented.

Tucker shared the most recent printout on financials, which Shemwell noted was for information purposes only. The fund balance showed \$90,539.95, with no outstanding expenses and only partial receipts of January and none from February reflected. Keatts inquired about the CJRW expense, to which Tucker noted it was for the statewide tourism booklet advertisement renewal. Based on previous years' receipts, the balance was anticipated to be around \$94,000 after the remaining January plus February receipts were recognized.

Tucker was prepared to present a request for billboard produced by Hinson Signs with four rotations annually, but shortly before the meeting a substantially lower quote was received from ROC Outdoors. Due to the extreme disparity in the quotes plus challenges of reaching the location, Tucker stated she wished to recheck the information with the vendors including a site visit, and Shemwell requested that formal written quotes be presented at the next meeting.

Tucker gave an update on the production of the City Guides approved at last month's meeting, sharing samples of the finished product, and expressed a follow-up request to reimburse an individual \$260.70 for out of pocket expenses related to the project. She noted that the print cost with the vendor plus the reimbursement would together still be under the total amount we had estimated at the previous meeting.

She recalled that the original plan was to order 1,000, but the commission decided instead to order 2,000 in order to have some handed at the gate for the state basketball tournament. Osceola Printing returned the lowest quote, and the updated price for the higher quantity was \$775 plus tax. There was a misunderstanding in turnaround time, and the full order was not going to be ready in time. As a favor requested by one of the Chamber's board members Shawn Chafin, the vendor provided a short run of a lower-quality print to at least have some available for the influx of visitors, and she incurred expenses of \$158.40 for 400 brochures (300 ordered, 100 extra thrown in by vendor). There was discussion about vendor practices of communication, production, and billing, as well as future steps to ensure clarity in quotes and expectations for vendors and projects moving forward.

In response to city guides not being available to hand out at the tournament, Chafin also worked with Hills Vinyl Graphics to produce banner with a website address where people could view and download a digital copy of the guide. The expense she incurred for the banner production was an additional \$102.30.

Motion by Keatts, second by Cooper, and carried to recommend to the council for approval a reimbursement of \$260.70 to Shawn Chafin for her out of pocket expenses for additional city guides and promotional banner, payable contingent upon provision of receipts or records payment.

Tucker noted that quotes for the wayfinding signs were not complete and would be presented at the next meeting.

Tucker stated that Osceola Heritage MusicFest President Michael Ephlin was on vacation with family, so she would be presenting the request for the organization. She started with an update of the event, sharing the budget, results from last year, and adjustments that would be made from lessons learned, specifically the timeline of weather insurance coverage. Shemwell inquired about the difference in ending balance for 2018 and starting balance for 2019, which Tucker explained was due to accounts receivable. Keatts asked if A&P covered money for bands, to which Tucker answered no and clarified the requests for the last several years have only included expenses specifically related to promotion of the event.

She started with the reimbursement request for the 2018 festival promotion expenses totaling \$10,589. This figure included \$5,640 for radio advertising, \$1,614 for newspaper and magazine advertising, \$3,627 for printed materials, and \$68 for the website domain for two years. Cooper inquired how long A&P has paid these expenses in arrears, and Shemwell shared a history of the event's business relationship with the commission, noting that in recent years the festival has become more self-sufficient and provided a clearer budget with specific requests for promotional costs. Keatts asked if the commission had not already paid this amount, to which Shemwell said the request had not yet been made for 2018, but expected it to be made sooner this year.

Motion by Zenanko, second by Keatts, and carried to recommend to the council for approval \$10,589 in reimbursement to Osceola Heritage MusicFest, Inc. for the expenses as outlined.

Tucker then shared a request in advance of the 2019 festival, with estimated expenses of \$8,000. These items include \$3,000 for radio advertising, \$1,300 for newspaper and magazine advertising, \$2,200 for printed materials, and \$1,500 to help offset the production of festival shirts, which was formerly helped by the City of Osceola.

There was also a motion by Keatts, second by Zenanko, and carried to recommend to the council for approval an earmark of \$8,000 as reimbursement to Osceola Heritage Music Festival, Inc. for the estimated outlined expenses, payable contingent upon subsequent post-festival accounting with actual figures.

Main Street Osceola President Monica Fines and Board Member Bret Sparks were present to request support for the 2019 Arts on the Square. Fines shared that the four free concerts in 2018 touched over 1,300 people with 13 bands and 20 vendors, and had a total cost of \$6,200. This year, the organization is requesting \$10,000 to have a free event on the second weekend of every month for April through October, plus expand promotion through radio, social media, and print advertising. She shared that this would help cover the cost of the concert series, plus open the possibility of showing movies, which they were also attempting to fund through a grant.

Sparks shared the desire to push the blues heritage of the area, capitalizing on the proximity to major music tourism destinations. He shared that the Arts on the Square event would culminate in October in order to be one week prior to the King Biscuit Blues Festival in Helena, with the hopes to expand our area of the state into a multi-stop blues destination for visitors during that time. He also noted that there is a private investor interested in helping save Albert King's childhood home and relocate it to a more tourist-friendly location. Cooper asked about the price, to which Sparks could not share. Cooper followed up asking if this would be something that the A&P could potentially purchase, which Shemwell said no, but noted we could help promote it once there.

Shemwell asked if the movie licensing fee of \$600 was on an annual basis. Fines stated yes, and said that it would open up the opportunity to show over 1,000 movies in a public setting.

Shemwell commended them for their efforts, but requested a more specific budget be presented to the commission in order to approve the requested amount. This is to ensure that the commission is not underwriting all expenses and that Main Street Osceola has financial skin in the game either through grants, sponsorships, or other revenue. He followed up to clarify that this request differed from the previously presented request for MusicFest. The commission's approach for Arts on the Square is more of helping provide seed money to establish a new event that will promote Osceola that will be encouraged to grow and become more self-sufficient, where the support of MusicFest as an established event is to provide assistance for promotion related expenses. Fines noted the time sensitivity for the planned April concert, which would take place before the next commission meeting. Keatts inquired as to the estimated expenses for the April event, which Fines thought would be between \$650 and \$700.

Motion by Keatts, second by Tucker, and carried to recommend to the council for approval up to \$1,000 for the April Arts on the Square event, with an expected follow-up request next month with a detailed budget.

The commission agreed to meet again April 15, 2019 at 4:00 p.m. to follow up on these items, plus any new business that may arise.

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



James Shemwell
Advertising & Promotions Commission Chairperson

Ammi Tucker
Advertising & Promotions Commission Secretary

ADVERTISING AND PROMOTION COMMISSION FINANCIALS

2017	January	February	March	April	May	June	July	August	September	October	November	December	Total	Accumulated
														74,255.42
Days Inn	1,262.00	1,152.00	2,178.00	1,996.00	1,408.00	1,517.00	1,452.00	1,206.00	1,487.00	1,347.00	959.00	874.00	16,838.00	
Deerfield Inn	419.00	352.00	890.00	741.00	521.00	477.00	398.00	330.00	542.00	571.00	495.00	448.00	6,089.00	
Fairview Inn	479.00	327.00	563.00	533.00	458.00	365.00	336.00	219.00	Filed in Nov	Filed in Nov	1,120.00	265.00	4,665.00	
Judge Motel	121.00	140.00	145.30	152.00	131.00	200.00	173.00	139.00	124.00	125.00	123.00	94.00	1,667.30	
Plum Point Inn	268.00	248.00	378.00	480.00	543.00	492.00	447.00	420.00	478.00	528.13	370.25	280.00	4,932.38	
Total Receipts	2,549.00	2,219.00	4,064.30	3,902.00	3,061.00	3,045.00	2,806.00	2,314.00	2,631.00	2,571.13	3,063.25	1,961.00	34,191.68	
Expense	-	-	-	1,144.00	-	-	-	783.42	-	5,000.00	5,990.00	-	12,917.42	
				Hinson Sign			Village News		Christmas Parade	CRW				
Total	2,549.00	2,219.00	4,064.30	2,758.00	3,061.00	3,045.00	2,022.58	2,314.00	2,631.00	(2,428.87)	(2,921.75)	1,961.00	21,274.26	95,529.68

2018	January	February	March	April	May	June	July	August	September	October	November	December	Total	Accumulated
														95,529.68
Receipts														
Days Inn	1,046.00	760.00	1,198.00	1,667.00	1,497.00	2,061.00	1,836.00	1,687.00	1,720.00	1,929.00	1,337.00	1,117.00	17,845.00	
Deerfield Inn	567.00	472.00	720.00	616.00	710.00	782.00	790.00	774.00	645.00	766.00	546.00	468.00	7,836.00	
Fairview Inn	No Rpt	No Rpt	No Rpt	No Rpt	No Rpt	No Rpt	No Rpt	No Rpt	No Rpt	No Rpt	No Rpt	No Rpt	-	
Judge Motel	103.00	147.00	160.00	129.00	160.00	183.00	169.25	155.00	173.00	140.00	159.00	155.00	1,827.25	
Plum Point Inn	255.32	File in Mar	672.81	540.35	302.35	219.45	268.24	361.65	536.90	614.17	310.11	336.00	4,417.35	
Total Receipts	1,971.32	1,379.00	2,750.81	2,952.35	2,669.35	3,225.45	3,083.49	2,977.65	3,064.90	3,449.17	2,352.11	2,076.00	31,925.60	
Expenses														
			3,000.00		2,652.50	3,195.00			1,646.83					
			AR Delta BW		Hinson Sign	Hinson Sign			Car Show					
					7,980.00				5,000.00					
					17 Music Fest				Christmas Parade					
					1,500.00			1,975.00	1,525.00					
					Arts on Sq			Arts on Sq	Arts on Sq					
Total Expenses	-	-	3,000.00	-	12,142.50	3,195.00	-	1,975.00	8,171.83	-	-	-	28,684.33	
Net Total	1,971.32	1,379.00	(249.19)	2,952.35	(9,473.15)	30.45	3,083.49	1,002.65	(5,106.93)	3,449.17	2,352.11	2,076.00	3,440.27	98,970.95

2019	January	February	March	April	May	June	July	August	September	October	November	December	Total	Accumulated
														98,970.95
Receipts														
Days Inn	1,439.00	1,535.00											2,974.00	
Deerfield Inn	414.00	462.00											876.00	
Judge Motel	145.00	150.00											295.00	
Roadway	460.00	134.35											594.35	
Total Receipts	2,458.00	2,281.35	-	-	-	-	-	-	-	-	-	-	4,739.35	
Expenses														
		5,990.00	853.60											
		CRW	OSC PRINTING											
		3,000.00												
		AR Delta BW												
Total Expenses	-	8,990.00	853.60	-	-	-	-	-	-	-	-	-	9,843.60	
Net Total	2,458.00	(6,708.65)	(853.60)	-	-	-	-	-	-	-	-	-	(5,104.25)	98,866.70

CITY OF USCEOLA/WHITE OYSTERS RD

Osceola, Arkansas Advertising & Promotion Committee quote for
Recurring Billboard Vinyl Replacement

Date of Request: April 3, 2019

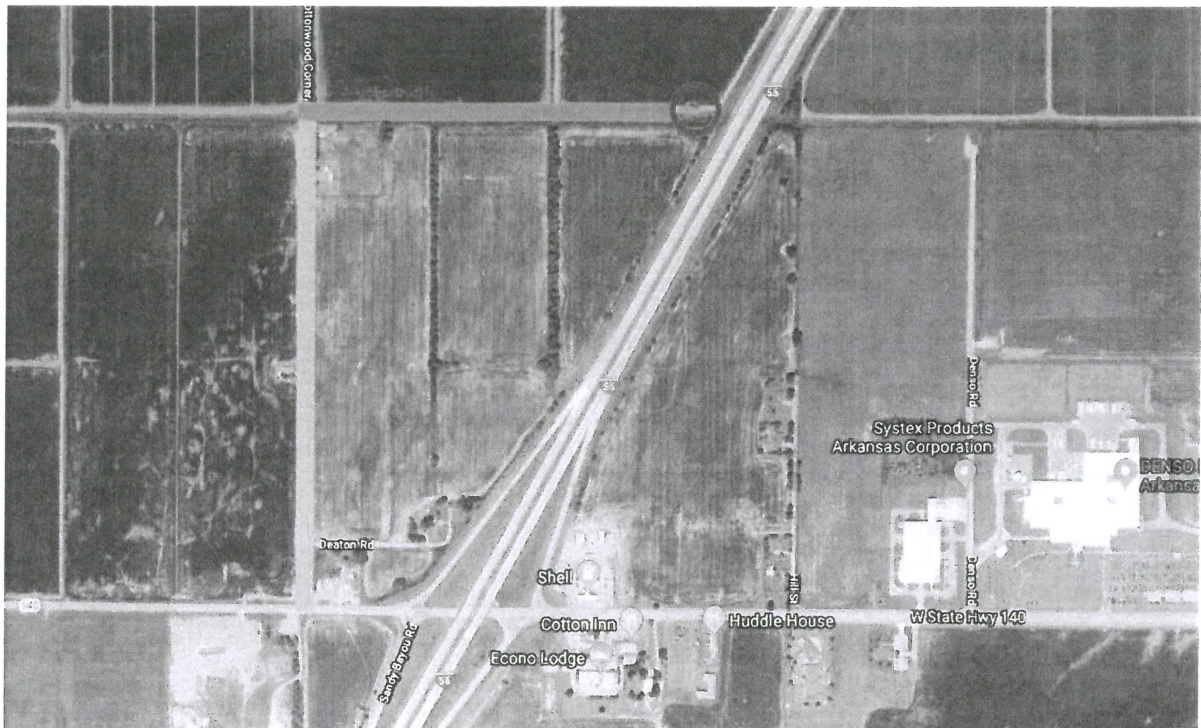
Deadline for Quotes: Must be received on or by April 12, 2019
Submit via email to osceolachamber@sbcglobal.net

Requested Service: Production of vinyl billboard wrap, 44' 3" wide x 10' 6" tall
Installation, including straps, materials, and any mileage cost
note: artwork will be provided

Frequency: Four times per year
If possible, stack vinyls or retain for reuse of a previous design on a rotating basis for at least two uses

Location: Osceola, Arkansas
Southbound side of Interstate 55 just north of Osceola exit

Notes: *See map below. Billboard (red circle) is accessed by turning north from Hwy 140, traveling on a gravel road (light orange), then dirt field road (dark orange). Installation would require the use of a bucket truck or similar elevating device, as it does not have catwalks as part of its construction. Site visit required of those wishing to bid on the project.*



For questions or further details, please contact
Ammi Tucker, A&P Secretary
870-563-2281
osceolachamber@sbcglobal.net

Billboard Quotes
Sent: April 3, 2019
List Updated: April 12, 2019, 4:25pm
Deadline: April 12, 2019

Company Sent	Replied	Response
Hinson Signs <i>Dale Hinson</i> <i>Blytheville, AR</i> <i>O 870-763-4100</i>	YES	QUOTED
ROC Outdoors <i>Josh Green</i> <i>Jonesboro, AR</i> <i>O 870-215-5704</i>	YES	POSTPONED <i>(not able to come at this time, but will be in town within the next two months and will be happy to give a quote then)</i>
Lamar <i>Danny Rainwater</i> <i>Jonesboro, AR</i> <i>O 870-935-4603</i>	YES	DECLINED <i>(only replaces vinyl on their signs)</i>
Drury Southwest Signs <i>Logan Schlosser</i> <i>Cape Girardeau, MO</i> <i>O 573-388-3585</i> <i>C 573-275-7602</i>	YES	DECLINED <i>(doesn't have boom trucks so not able to provide the service requested)</i>
Grace Outdoor Media <i>Thomas</i> <i>Memphis, TN</i> <i>O 901-623-1970</i>		<i>no reply via email, phone number disconnected</i>



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

QUOTATION

Client: Osceola Chamber of Commerce
 Attn: Ammi Tucker
 Address:
 City: Osceola
 State: AR
 Zip:
 Phone: 870-622-5248
 Date: April 4, 2019

Project Description:

Southbound billboard, north of Osceola on I-55.

Size 10'6"x 44'3"

Four applications per year requested @ a cost of 1200.00 each application.

Each application includes the new billboard panel and installation.

It is advised to put a vinyl back on the billboard to keep the stress off the face from southern winds.

THANK YOU

Dale Hinson

Handwritten note: \$995.02

Completion date: 3 weeks from deposit
 Sales tax will be added unless otherwise specified.

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

PRICE QUOTATION GOOD FOR 30 DAYS

	Price	Above
	Delivery/installation	
	Sub total	
	Sales Tax	
	Total	
	Deposit	50%
	Due upon completion	

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.

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.

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

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

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.

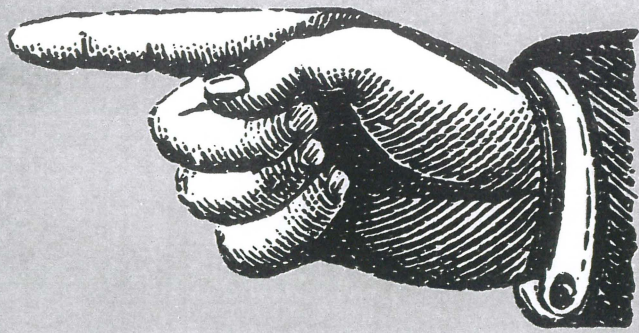
SPECIAL conditions on client's purchase orders in no way negate the above Conditions of Sale. In ordering the work described above, the client accepts all of these conditions whether noted on his purchase order or not.

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

SIGNATURE

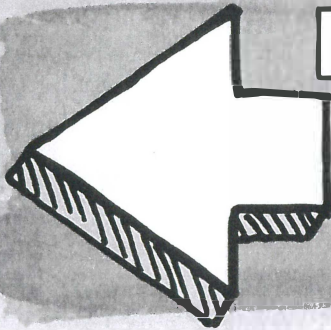
COMPANY

DATE



Spend some time in
Historic Downtown Osceola

EXIT NOW

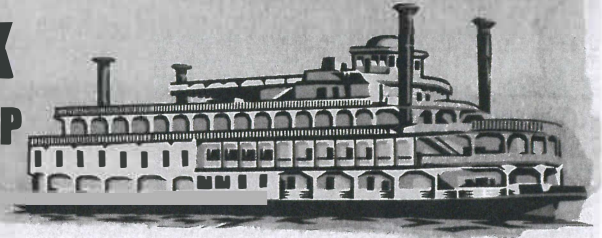


MISSISSIPPI RIVER - EXIT NOW!

SANS SOUCI PARK

PICNIC AREA - BOAT RAMP

GREAT RIVER VIEW



Learn the History of Life on the River

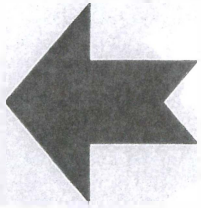
Mississippi County Museum

HISTORIC DOWNTOWN OSCEOLA

EXIT NOW



Car Show & Fall Festival



Third Saturday in October
Downtown Osceola



Weekend of Live Music & Family Fun!

OSCEOLA HERITAGE MUSICFEST

Third Weekend in May
Historic Downtown Osceola



ENJOY SOME HOLIDAY CHEER WITH OUR

Christmas on the Square

DECEMBER IN HISTORIC DOWNTOWN OSCEOLA



Osceola, Arkansas Advertising & Promotion Committee quote for

Wayfinding Signs

Date of Request: April 4, 2019

Deadline for Quotes: Must be received on or by April 12, 2019
Submit via email to osceolachamber@sbcglobal.net

Requested Service: Production of 17 wayfinding signs
36" x 36"
0.080" or 0.125" engineer-grade aluminum
Reflective material not required
Delivery to Osceola (but don't include installation)

Quote Separately: 8' u-channel sign posts (green)
mounting hardware

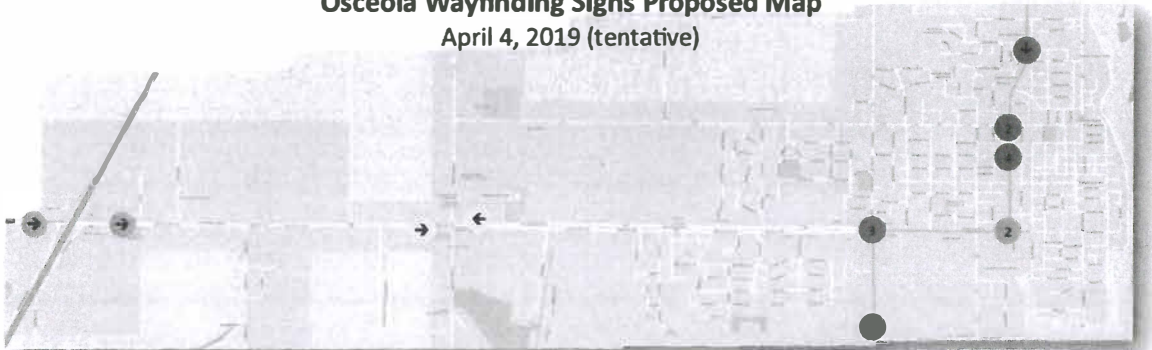
Frequency: Once

Location: Osceola, Arkansas

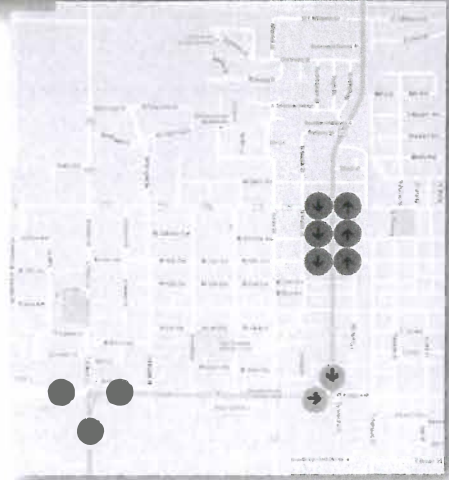
Notes: see next page for list of signs with words for each

Osceola Wayfinding Signs Proposed Map

April 4, 2019 (tentative)



Location to Highlight (arrows show traffic direction)	Interstate Exit	County Route	W Keiser @ Ermen / 816	W Keiser @ Walnut	Downtown Area	North 61 Entrance
Mississippi River/Sans Souci Pk	→ →	→	→ ↓ ←	↓	↓ ↑	↓
OPAR Sports Complex	→ →	→	↑ ←	↓	↓ ↑	
Osceola Municipal Golf Course		→	↑ ←	↓	↓ ↑	↓
Osceola High School		→	←		↓ ↑	
MissCo Museum			→ ↑	→	↓ ↑	
MissCo Courthouse	→ →		→ ↑	→	↓ ↑	↓
Osceola City Hall			→ ↑	→	↓ ↑	
Historic Downtown	→ →		→ ↑	→		↓
Chamber of Commerce					↓ ↑	
MissCo Library					↓ ↑	
Main Street					↓ ↑	
Dyess / Wilson ?			↓			



For questions or further details, please contact
Ammi Tucker, A&P Secretary
870-563-2281
osceolachamber@sbcglobal.net

INTERSTATE

Interstate #1 (west of I-55, exit traffic)

- ←Mississippi River
- ←OPAR Sports Complex
- ←County Courthouse
- ←Historic Downtown

Interstate #2 (east of I-55, eastbound traffic)

- ↑Mississippi River
- ↑OPAR Sports Complex
- ↑County Courthouse
- ↑Historic Downtown

COUNTRY CLUB ROAD

Country Club Road #1 (eastbound traffic)

- ←OPAR Sports Complex
- ←Osceola High School
- Golf Course
- ↑Mississippi River / Sans Souci Park
- ↑Historic Downtown

Country Club Road #2 (westbound traffic)

- ←Golf Course
- OPAR Sports Complex
- Osceola High School

W KEISER @ 61

W Keiser @ 61 #1 (eastbound traffic)

- Mississippi River / Sans Souci Park
- ↑Mississippi County Museum
- ↑County Courthouse
- ↑City Hall
- ↑Historic Downtown

W Keiser @ 61 #2 (northbound traffic)

- ←OPAR Sports Complex
- ←Golf Course
- Mississippi County Museum
- County Courthouse
- City Hall
- Historic Downtown

W Keiser @ 61 #3 (westbound traffic)

- ←Mississippi River / Sans Souci Park
- ↑OPAR Sports Complex
- ↑Golf Course
- ↑Osceola High School

MAYBE: Hwy 61 South (southbound traffic)

- ↑Mississippi River / Sans Souci Park w/ miles
- ↑Dyess
- ↑Wilson

W KEISER @ WALNUT/61

W Keiser @ Walnut #1 (eastbound traffic)

- ←Historic Downtown
- ←County Courthouse
- ←City Hall
- ←Mississippi County Museum

W Keiser @ Walnut #2 (southbound traffic)

- Mississippi River / Sans Souci Park
- OPAR Sports Complex
- Golf Course

NORTH 61

Walnut / 61 north entrance (southbound traffic)

- ↑Mississippi River / Sans Souci Park
- ↑Historic Downtown
- ↑County Courthouse
- ↑City Hall
- ↑Golf Course

DOWNTOWN

Walnut @ Semmes #1 (southbound traffic)

- Osceola High School
- OPAR Sports Complex
- ↑County Courthouse
- ↑City Hall
- ↑Mississippi River / Sans Souci Park

Walnut @ Semmes #2 (northbound traffic)

- ←Osceola High School
- ←OPAR Sports Complex

Walnut @ Johnson #1 (southbound traffic)

- ←County Courthouse
- ←Post Office
- Chamber of Commerce
- ↑City Hall
- ↑Mississippi River / Sans Souci Park

Walnut @ Johnson #2 (northbound traffic)

- ←Chamber of Commerce
- County Courthouse
- Post Office

Walnut @ Hale #1 (southbound traffic)

- ←Mississippi County Museum
- ←Main Street Osceola
- Public Library
- Chamber of Commerce
- ↑Mississippi River / Sans Souci Park

Walnut @ Hale #2 (northbound traffic)

- ←Public Library
- ←Chamber of Commerce
- Mississippi County Museum
- Main Street Osceola

Wayfinding Sign Quotes
 Sent: April 4, 2019
 List Updated: April 15, 3:00pm
 Deadline: April 12, 2019

Company Sent	Replied	Response
Hill's Vinyl Graphics <i>Michael & Carmon Hill</i> <i>Osceola, AR</i> <i>O 870-815-9129</i>	YES	QUOTED
Hinson Signs <i>Dale Hinson</i> <i>Blytheville, AR</i> <i>O 870-763-4100</i>	YES	QUOTED
Gibson Sign Mart <i>Connie Gibson</i> <i>Jonesboro, AR</i> <i>O 870-972-8693</i>	YES	QUOTED
Mailboxes & Beyond <i>Toby McClanahan</i> <i>Blytheville, AR</i> <i>O 870-763-8381</i>	YES	DECLINED <i>(not able to schedule at this time)</i>
Advance Sign One <i>Jonesboro, AR</i> <i>O 870-275-6465</i>		no reply to email, left message on answering machine
Sign Design Shop <i>Barry Martin, owner</i> <i>Jonesboro, AR</i> <i>O 870-351-0331</i>		no reply to email, per phone working on it now 4pm 4/12
Balton Signs <i>Gabe</i> <i>Memphis, TN</i> <i>O 901-452-7371</i>		no reply to email, email was a general one and no one saw it per phone would have something to us Monday ATUCKER



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

QUOTATION

Client: Osceola Chamber of Commerce
 Attn: Ammi Tucker
 Address:
 City: Osceola
 State: AR
 Zip:
 Phone: 870-622-5248
 Date: April 9, 2019

Project Description:

17 ea – Wayfinding Signs per specs @ 179.99 each-----3048.61
 17 ea – Steel sign posts per specs@ 31.88 each-----541.96
 17 ea – Hardware bolts @ 5.00 each-----85.00

THANK YOU

Dale Hinson

Completion date: 3 weeks from deposit
 Sales tax will be added unless otherwise specified.

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

PRICE QUOTATION GOOD FOR 30 DAYS

	Price	Above
	Delivery/installation	
	Sub total	
	Sales Tax	
	Total	
	Deposit	50%
	Due upon completion	

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.

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.

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

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

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.

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



Estimate No.
Estimate Printed On

4865
4/12/2019

OSCEOLA/ SOUTH MISSISSIPPI CHAMBER OF COMMERC
Attn:
116 N. MAPLE STREET
P.O.BOX 174
OSCEOLA, AR 72370

Acct #: 13441
Terms: C.O.D.
Phone: /
Fax:
E-Mail:

Prepared For ,

Thank you for taking time with me, and for your interest in NewSigns!
Listed below is the quotation on the items we discussed.
If you have any questions please call. Thank you.

Estimate Description								
17 WAYFINDING SIGNS								
Product Code	Sides	Color	Quantity	Vert	Horiz	Depth	Price @	Total:
Other	1	White	17.00	36.00	36.00	0.00	\$ 145.00	\$2,465.00
Description	17 36"X 36" 080 ALUMINUM SIGNS							
	2 HOLES TOP/BOTTOM CENTERS							
Product Code	Sides	Color	Quantity	Vert	Horiz	Depth	Price @	Total:
Other	1	White	17.00	0.00	0.00	0.00	\$ 33.00	\$561.00
Description	17 8' GREEN CHANNEL POST & HARDWARE							
Product Code	Sides	Color	Quantity	Vert	Horiz	Depth	Price @	Total:
Other	1	White	1.00	1.00	1.00	0.00	\$ 135.00	\$135.00
Description	DELIVER TO OSCEOLA							

Notes:

Sub-Total \$3,161.00
Sales Tax \$268.70
Shipping \$0.00
Total: **\$3,429.70**

Yours Sincerely,

Gibson's Sign-Mart



Estimate No.
Estimate Printed On

4866
4/12/2019

OSCEOLA/ SOUTH MISSISSIPPI CHAMBER OF COMMERC
Attn:
116 N. MAPLE STREET
P.O.BOX 174
OSCEOLA, AR 72370

Acct #: 13441
Terms: C.O.D.
Phone: /
Fax:
E-Mail:

*30x30
(standard)*

Prepared For ,

Thank you for taking time with me, and for your interest in NewSigns!
Listed below is the quotation on the items we discussed.
If you have any questions please call. Thank you.

Estimate Description									
17 WAYFINDING SIGNS									
Product Code	Sides	Color	Quantity	Vert	Horiz	Depth		Price @	Total:
Other	1	White	17.00	30.00	30.00	0.00		\$ 98.00	\$1,666.00
Description	17 30"X 30" 080 ALUMINUM SIGNS								
	HOLES TOP / BOTTOM CENTERS								
Product Code	Sides	Color	Quantity	Vert	Horiz	Depth		Price @	Total:
Other	1	White	17.00	0.00	0.00	0.00		\$ 33.00	\$561.00
Description	17 8 GREEN CHANNEL POST WITH HARDWARE								
Product Code	Sides	Color	Quantity	Vert	Horiz	Depth		Price @	Total:
Other	1	White	1.00	0.00	0.00	0.00		\$ 135.00	\$135.00
Description	DELIVERY TO OSCEOLA								

Notes:



Sub-Total \$2,362.00
Sales Tax \$200.78
Shipping \$0.00
Total: \$2,562.78

Yours Sincerely,

Gibson's Sign-Mart



Main Street Osceola

108 W. Hale Avenue

P.O. Box 631

Osceola, AR 72370

Telephone: 870-563-6177 Fax: 870-576-5070

Arts on the Square AP Disbursement

Disbursement Date: June 5, 2019

Event Date: June 8, 2019

Requested Amount: \$2,800

Breakdown:	Marketing & Print ads	\$600
	Licensing	\$600
	Sound & Labor	\$150
	Beware Band	\$200
	Delta Legends	\$400
	Mz Nikki & Cousinz 3	<u>\$850</u>
	Total	\$2800

LOWBARRERS

200

\$3000

Osceola Main Street
Arts on the Square
Cash Counting Sheet
June 8, 2019

	Payment Due	Received by (Print name)	Received by (Signature)
✓ LLE Sound	\$150	Jake Lung	
✓ Beware Band	\$200	Jimmy Thomas	
✓ Terraplane Deluxe	\$400	Jeremy Burnett	
✓ Mz. Nikki & Couzins 3	\$850	Mary Smith	
✓ LowBallers	\$200	Jake Lung	

Total \$1800

Osceola, Arkansas
ADVERTISING & PROMOTION COMMISSION

AGENDA
Monday, June 17, 2019

Minutes

April 2019

Financial Update

Osceola/SMC Chamber

Wayfinding Signs design options (layout and colors)

Statewide travel guide advertisement renewal

Osceola Heritage Music Festival

Reimbursement for 2019

Main Street Osceola

Arts on the Square update (information only)

Any Other Business

Osceola, Arkansas
ADVERTISING & PROMOTION COMMISSION

MINUTES

Monday, April 15, 2019

Present:	Baker, Greg Cooper, Gary Tucker, Ammi Shemwell, Jim* Zenanko, Robert	Guests:	Fines, Monica Sparks, Bret
Absent:	Keatts, Harry Redzepi, Tim		* <i>Chairman</i>

The meeting was called to order with a quorum present.

Minutes from the March 2019 meeting were presented for approval. Motion by Cooper, second by Zenanko, and carried to approve as presented.

Shemwell shared the most recent printout on financials for information purposes only, which showed a fund balance of \$93,866.70. Tucker noted that March receipts estimated at \$3,000, and expenses approved last month totaling \$11,849.70 (2018 MusicFest reimbursement, first \$1,000 of Main Street Osceola Arts on the Square, and Shawn Chafin reimbursement), had not yet been recognized on the report. Based on those, the current balance at the time of the meeting was estimated to be somewhere between \$83,000 and \$85,000.

To follow up on the billboard discussions from last month, Tucker shared requested quotes for the project and the one returned by Hinson Signs. She explained that ROC Outdoors, the vendor that provided a much lower bid, declined to come do a site visit to ensure that the estimated price would be accurate. She also noted another potential vendor, Drury Southwest Signs, was interested but unable to give a quote because they do not have the boom truck required to install. Referring to Hinson's quote, Tucker shared the estimated cost of \$4,800 plus tax, and also noted his recommendation to put a blank vinyl on the reverse side of the billboard for stability. Upon a phone call, it was noted this would be approximately \$600 in addition to the quoted price, and was expected to last around a year. She also shared drafts of the billboard designs, and it was determined the four rotated would be for the Mississippi River/Sans Souci Park, Mississippi County Museum, Christmas on the Square, and Osceola Heritage MusicFest. Hinson stated that the estimated turnaround time would be three weeks from receipt of art.

Motion by Cooper, second by Zenanko, and carried to recommend to the council for approval \$6,000 to Hinson Signs for one year of billboard rotations, in the form of four quarterly vinyl replacements plus one blank backing for support.

To follow up on the wayfinding sign discussions from last month, Tucker shared requested quotes for the project, and the ones returned by Hill's Vinyl Graphics, Hinson Signs, and Gibson Sign Mart. In addition to the requested quote size, Gibson Sign Mart added that 30x30 was a standard size and would be lower cost, but Shemwell said that would be way too small, citing difficulty reading signage on Ash Street in Blytheville. Hill's Vinyl Graphic was the lowest of the three quotes, and upon a phone call estimated turnaround time to be approximately two weeks from order.

Motion by Zenanko, second by Baker, and carried to recommend to the council for approval \$2,689.50 to Hill's Vinyl Graphics for to produce the wayfinding signs as outlined in the quote.

To follow up on their previous request, Main Street Osceola President Monica Fines and Board Member Bret Sparks were present to request additional support for the 2019 Arts on the Square series. She shared a detailed listing of expenses per event, and also noted sponsored amounts and estimated costs, estimated to be \$8,600. Shemwell noted that the commission had already approved \$1,000, so the new recommendation would be for an additional amount to cover the total modified amount requested for the year.

Motion by Cooper, second by Baker, and carried to recommend to the council for approval of an additional \$7,600 to Main Street Osceola for the Arts on the Square series pending ongoing accounting and invoices for expenses.

No follow-up meeting was set at the time of the meeting.

With all business concluded, motion by Cooper, second by Zenanko, and carried to adjourn.



James Shemwell
Advertising & Promotions Commission Chairperson

Ammi Tucker
Advertising & Promotions Commission Secretary

ESTIMATED A&P FUND BALANCE
Monday, June 17, 2019

2019 Starting Balance 98971

Receipts

January	2458	
February	2281	
<i>March Estimate</i>	<i>2751</i>	
<i>April Estimate</i>	<i>2758</i>	
<i>May Estimate</i>	<i>2669</i>	
<hr/>		12918

Disbursements or Approved

Feb - CJRW 2018	5990	
Feb - Delta Byways 2018	3000	
Mar - City Guides	854	
Mar - MusicFest 2018	10589	
<i>Mar - MusicFest 2019 earmark</i>	<i>8000</i>	
Mar - Chafin Reimb	261	
<i>Mar - MSO AOTS</i>	<i>1000</i>	
Apr - Wayfinding	2690	
Apr - Billboards	6000	
<i>Apr - MSO AOTS (Addl)</i>	<i>7600</i>	
<hr/>		45983

ESTIMATE CURRENT BALANCE 65906

Osceola

- ← Mississippi River
- ← OPAR Sports Complex
- ← County Courthouse
- ← Historic Downtown

Calibri

Osceola

- ← Mississippi River
- ← OPAR Sports Complex
- ← County Courthouse
- ← Historic Downtown

Bernard MT Cond.

Fonts

Osceola

- ← Mississippi River
- ← OPAR Sports Complex
- ← County Courthouse
- ← Historic Downtown

Baskerville Old Face

Osceola

- ← Mississippi River
- ← OPAR Sports Complex
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- ← Historic Downtown

Century Gothic

Osceola

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- ← Historic Downtown

Eras Bold

Osceola

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- ← OPAR Sports Complex
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- ← Historic Downtown

Franklin Gothic Dem.

Fonts

Osceola

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- ← County Courthouse
- ← Historic Downtown

TW Cen MT Condensed

Osceola

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Times New Roman

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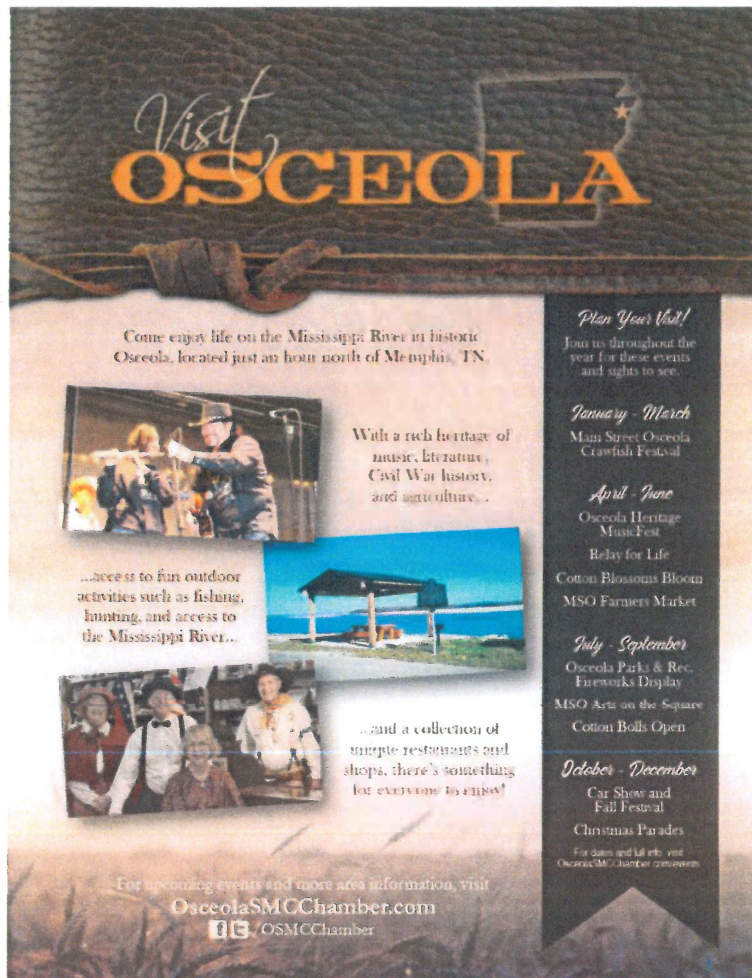
Osceola Advertising & Promotion Committee request for
Arkansas Travel Guide

Date of Request: June 17, 2019

Description of Request: Advertising in the Arkansas Travel Guide. It is the most comprehensive tourism publication produced in the state, and includes information on area tourism interests. It has a circulation of approximately 350,000, with 200,000 being distributed locally from online inquiries, welcome centers, travel agents, and in-state hotels, motels, rest stops, and other major high-traffic areas. The remaining 150,000 will be used for direct mail in a geographically targeted multi-faceted (radio/tv/mail) parks campaign in spring/summer. Advertisement will also be included in the interactive online version at no additional cost.

Reminder: last year the publication size changed from 5.5x8.5” to 8x10.5” but since we kept our ad, we are grandfathered in at our previous rate.

Amount Requested: \$5,990 full page (*same as last year*)

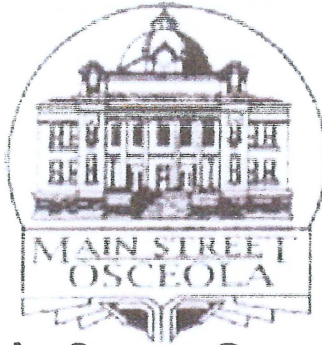




Osceola Heritage Music Festival, Inc.
P.O. Box 861 | Osceola, Arkansas 72370
OsceolaHeritageMusicFestival.com | Facebook.com/OsceolaMusicFest

21st Annual Osceola Heritage MusicFest
Advertising & Promotion Commission Request

Request Date:	June 17, 2019
Festival Date:	May 17 & 18, 2019
Requested Amount:	\$6,817
Request Breakdown:	Radio Ads \$3,040 <i>Sudbury \$1,000</i> <i>Jonesboro Radio Group \$2,020</i>
	Newspaper Ads \$844 <i>Local Newspapers \$844</i>
	Printed Materials \$1,433 <i>Poster Art \$500</i> <i>Wristbands \$156.37</i> <i>Posters \$690.63</i> <i>Tickets \$86.19</i>
	T-Shirt Assistance \$1,500 <i>Formerly helped by City of Osceola</i>



Main Street Osceola

108 W. Hale Avenue

P.O. Box 631

Osceola, AR 72370

Telephone: 870-563-6177 Fax: 870-576-5070

Arts on the Square Budget 2019

~~April 13th~~

		<u>Sponsored</u>	<u>AOTS Cost</u>	
Sound & Labor	\$950	\$800	LLE Sound	\$150
Grace Proven	\$500	\$500		
Lowballers	\$300	\$100	Jake Lung	\$200
Beware Band	\$600	\$200	T Thomas	\$400
Total	\$2350	\$1600	Total	\$750

(LAW) OUT

May 11th

		<u>Sponsored</u>	<u>AOTS Cost</u>	
Sound & Labor	\$950	\$800	LLE Sound	\$150
Local Gospel	\$200	\$200		
Y Peasy	\$100		Y Peasy	\$100
Delta Legends	\$400		Delta Legends	\$400
Mz Nikki & Cousinz 3	\$850		Mz Nikki & Cousinz	\$850
Total	\$2550	\$1000	Total	\$1500

June 8th

		<u>Sponsored</u>	<u>AOTS Cost</u>	
Sound & Labor	\$950	\$800	LLE Sound	\$150
Local Gospel	\$200	\$200		
Nevers	\$400	\$200		
Just Us	\$400	\$200	T Thomas	\$400
Beware Band	\$600	\$200	T Thomas	\$400
Total	\$2350	\$1600	Total	\$950

July-August
 Inside *1200* \$600 *PER MONTH*

September 7 th		<u>Sponsored</u>		<u>AOTS Cost</u>	
Sound & Labor	\$950	\$800	LLE Sound	\$150	
Local Gospel	\$200	\$200			
Lowballers	\$300	\$100	Jake Lung	\$200	
Beware Band	\$600	\$200	T Thomas	\$400	
Main Act	\$1000	_____	Main Act	\$1000	
Total \$3050		\$1300	Total \$1750		

October 5 th		<u>Sponsored</u>		<u>AOTS Cost</u>	
Sound & Labor	\$950	\$800	LLE Sound	\$150	
Local Gospel	\$300		Local Gospel	\$300	
Undercard	\$400		Undercard	\$400	
Undercard	\$400		Undercard	\$400	
Opening Act	\$600		Opening Act	\$600	
Big Jim Kohler	\$600	_____	Opening Act	\$600	
Total \$3250		\$800	Total \$2450		

Overall Costs \$ 14,750
\$14,150

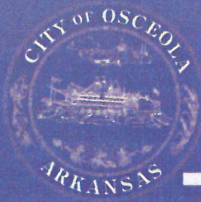
Total Sponsorship \$6,150

AOTS Costs \$8,000 *8600*

8600
< 750 >

7850
< 250 >

7600



Osceola



Mississippi River



OPAR Sports Complex



County Courthouse



Historic Downtown

Welcome to
OSCEOLA



Mississippi River



OPAR Sports Complex

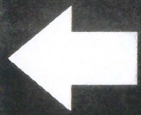


County Courthouse

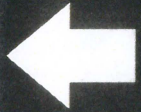


Historic Downtown

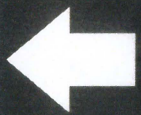
Osceola



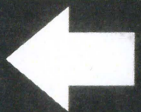
Mississippi River



OPAR Sports Complex

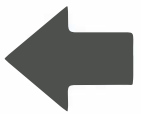


County Courthouse

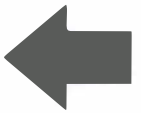


Historic Downtown

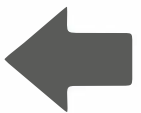
Osceola



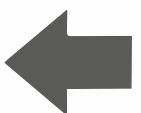
Mississippi River



OPAR Sports Complex



County Courthouse



Historic Downtown

Osceola

← Mississippi River

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Welcome to
OSCEOLA

↑ Mississippi River

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↑ Historic Downtown

Welcome to OSCEOLA



Mississippi River



OPAR Sports Complex



County Courthouse



Historic Downtown

Osceola, Arkansas
ADVERTISING & PROMOTION COMMISSION

AGENDA

Monday, November 18, 2019

Minutes

November 4, 2019

Financial Update

City of Osceola

Follow-Up: ASU DCED Music Tourism Strategic Planning

Main Street Osceola

2019 Christmas Parade

Any Other Business

Mayor Wilson noted that the bid process would close Thursday, November 7, 2019 at 10:00 a.m. No action was taken, and the commission set a follow-up meeting for 4:00 p.m. on Monday, November 18, 2019, pending the closure of the bid process for the tourism strategic plan proposals.

Tucker presented the renewals of the two-page spread in Delta Byways publication advertisement for \$3,000 that the commission had elected to do in past years. Shemwell noted the need to add Main Street Osceola Arts on the Square to the copy of the text.

Motion by Keatts, second by Baker, and carried to recommend to the council for approval \$3,000 to Cates & Company for a renewal of advertisement in the 2020 Delta Byways tourism publication.

Tucker followed with a request for reimbursement to Joe Harris, Jr. for expenditures related to the Car Show & Fall Festival. Shemwell estimated the attendance to be approximately 700-800. The total request was for \$1,442.20, and included outdoor banner displays (\$277.20), flyers distributed locally and at regional car shows (\$330), a full-page advertisement in the Delta Crossroads magazine \$390), event sound & emcee (\$225), and inflatables for kids (\$200).

Motion by Baker, second by Zenanko, and carried to recommend to the council for approval \$1,442.20 to Joe Harris Jr. for approved expenditures related to the Car Show & Fall Festival.

With all business concluded, motion by Cooper, second by Baker, and carried to adjourn.

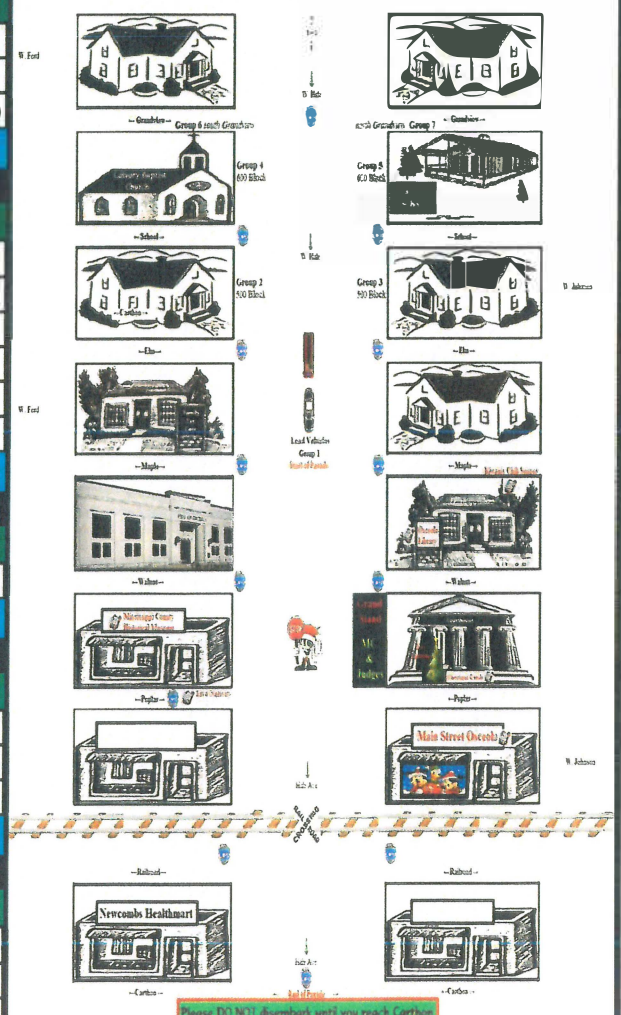
James Shemwell
Advertising & Promotions Commission Chairperson

Ammi Tucker
Advertising & Promotions Commission Secretary

OSCEOLA MAIN STREET CHRISTMAS PARADE

2019 Osceola Christmas Parade

Publicity/Printing	Estimated	Adjusted
Forms, Flyers, Signs & Printing	\$200.00	\$100.00
Advertising	\$400.00	\$300.00
Total	\$600.00	\$400.00
Staff	Expected	Adjusted
Staff Supplies	\$100.00	\$0.00
Total	\$100.00	\$0.00
Grand Stand	Expected	Actual
Sound	\$500.00	\$330.00
VIP Gifts- \$25 jdgs(5), MC(2), snd (1)	\$200.00	\$300.00
Stage Decorations	\$200.00	0
Total	\$900.00	\$630.00
Parade Characters	Expected	Adjusted
Carriage Rental	\$500.00	\$600.00
Christmas Costumes	\$325.00	\$325.00
Sponsor Costume Rentals	\$3,700.00	\$2,950.00
VIP Refreshments	\$200.00	\$200.00
Volunteer Refreshments	\$500.00	\$375.00
Volunteer Appreciation (48x\$25)	\$1,200.00	\$1,200.00
Total	\$6,425.00	\$5,650.00
Outdoor Décor	Expected	Adjusted
Light Post Garland	\$500.00	\$200.00
Total	\$500.00	\$200.00
Miscellaneous	Expected	Adjusted
Parade & Music Insurance	\$450.00	\$395.00
Prize Money	\$750.00	\$750.00
Cartoon Character Prize Money	\$275.00	\$275.00
Total	\$1,475.00	\$1,420.00
Expense Totals	Expected	Adjusted
Parade Expenses	\$10,000.00	\$8,300.00
Sponsorships & Donations	(\$5,000.00)	(\$3,300.00)
A&P Grant	(\$5,000.00)	(\$5,000.00)



Osceola, Arkansas
ADVERTISING & PROMOTION COMMISSION

MINUTES

Monday, November 18, 2019

Present:	Baker, Greg Cooper, Gary Keatts, Harry Tucker, Ammi Shemwell, Jim* Zenanko, Robert	Guests:	Fines, Monica Fulmer, Ray
Absent:	Redzepi, Tim		* <i>Chairman</i>

The meeting was called to order with a quorum present.

Minutes from the November 4, 2019 meeting were presented for approval. Motion by Keatts, second by Cooper, and carried to approve.

With no official financial reporting available at the time of meeting, Tucker estimated the fund balance to be in excess of \$74,000.

First, the commission followed up from the previous discussion regarding engaging Arkansas State University Delta Center of Economic Development in music tourism strategic planning process. The general process included collecting a group of stakeholders, ASU conducting a SWOT analysis with said group and conducting research and gathering of data to support their research, then delivering a finished strategic plan with clear, actionable steps for development of music heritage tourism.

Motion by Keatts, second by Zenanko, and carried unanimously to recommend to the council approval of up the previously estimated \$13,750 to engage ASU DCED in a Heritage Sites Comprehensive Strategic Plan project under the leadership of the Chamber, that will engage stakeholders including established local groups with tourism involved including Main Street Osceola, Historic Society, City Improvement Task Force, and others.

Next, Main Street Osceola President Monica Fines presented a request of \$5,000 to support the 2019 Christmas Parade activities. She shared that this was the same amount that has been requested in recent years, and represents around 50% of the parade expenses, with the other 50% coming from sponsorships and in-kind donations. Motion by Tucker, second by Keatts, and carried to recommend to the council approval of \$5,000 to Main Street Osceola for the 2019 Christmas Parade.

With all business concluded, motion by Keatts, second by Zenanko, and carried to adjourn.


James Shemwell
Advertising & Promotions Commission Chairperson

Ammi Tucker
Advertising & Promotions Commission Secretary

Osceola, Arkansas
ADVERTISING & PROMOTION COMMISSION

MINUTES

Monday, December 16, 2019

Present: Baker, Greg
Cooper, Gary
Keatts, Harry
Tucker, Ammi
Shemwell, Jim*
Redzepe, Tim
Zenanko, Robert

Guests: Fulmer, Ray

Absent:

* *Chairman*

The meeting was called to order with a quorum present.

Minutes from the November 18 were not available at the time of the meeting, but Tucker shared she would have them available for review at the next meeting.

Tucker also gave an update on the financials, noting that City of Osceola employee Alex Davis was maintaining A&P fund collection records, and that she would get with her in the coming weeks for updating of reports for the commission's review.

City of Osceola employee Ray Fulmer approached the commission to request funding for a feasibility study to recruit hotels for Osceola. He shared that he had requested quotes from two firms, but had not had a response back yet, and that there are at least three firms with well-established hotel formulas that would give trusted results. Fulmer shared his requests from three different individual potential investors (specifically identified in the meeting) for feasibility study for hotels at least one tier above those that are currently available in Osceola. He predicted that successfully securing a hotel of this status would pay off the investment in the feasibility study within a year.

Keatts inquired as to whether or not the commission could legally fund this type of activity, to which Tucker stated she would send the ordinance to City Attorney Catherine Dean for her legal opinion. Shemwell noted that there are two angles to consider, that this would promote and support the community, and that the resulting proceeds would benefit the entity that generates sales tax. Redzepe noted that competition is good for everyone. Baker said it's good to grow. Cooper wanted to ensure the A&P Commission was able to recommend funds for this kind of use, but was supportive. Zenanko asked the approximate life of a study of this nature, to which Shemwell estimated two to three years.

Motion by Tucker, second by Keatts, and carried to recommend to the council approval of up to \$10,000 to for a feasibility study for mid-range hotels by a recognized market analyst firm, pending confirmation of legal scope of commission ordinance by the city attorney, with the resulting study to remain property of the City of Osceola.

With all business concluded, motion by Keatts, second by Zenanko, and carried to adjourn.


James Shemwell
Advertising & Promotions Commission Chairperson

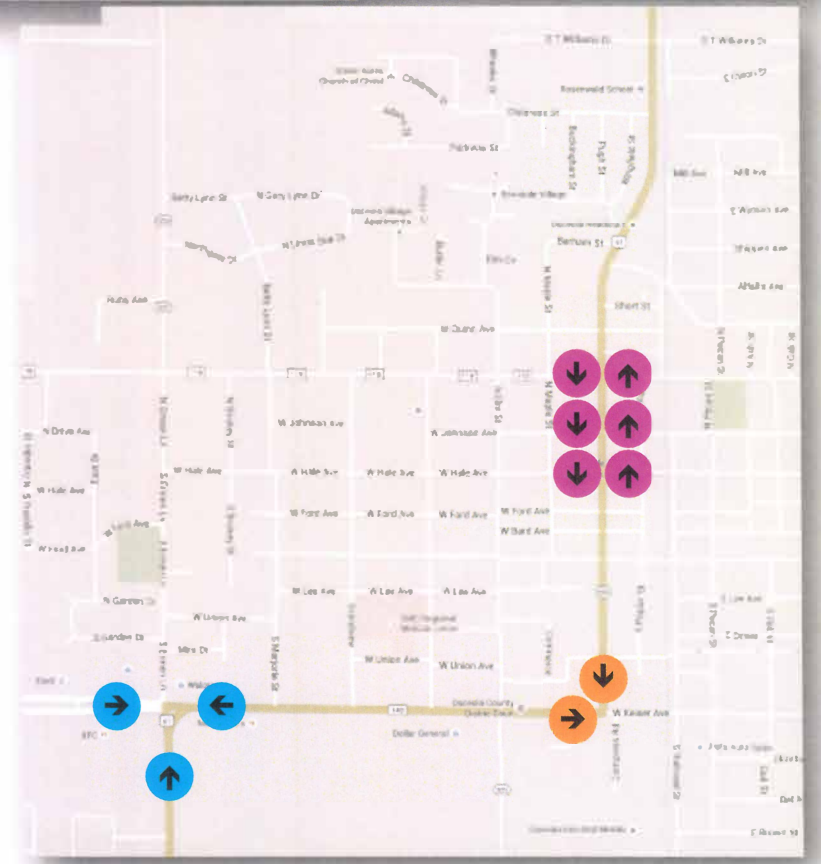
Ammi Tucker
Advertising & Promotions Commission Secretary

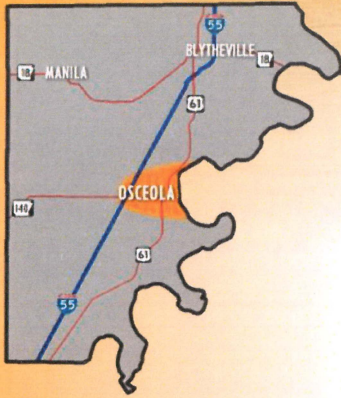
Osceola Wayfinding Signs Proposed Map

February 18, 2019 (work in progress)



Location to Highlight (arrows show traffic direction)	Interstate Exit	Country Club	W Keiser @ Ermen / 61 S	W Keiser @ Walnut	Downtown Area	North 61 Entrance
Mississippi River/Sans Souci Pk	→→	→←	↔	↓	↕	↓
OPAR Sports Complex	→→	→←	↔	↓	↕	
Osceola Municipal Golf Course		→←	↔	↓	↕	↓
Osceola High School		→←	←		↕	
MissCo Museum			↔	→	↕	
MissCo Courthouse	→→		↔	→	↕	↓
Osceola City Hall			↔	→	↕	
Historic Downtown	→→	→	↔	→		↓
Chamber of Commerce					↕	
MissCo Library					↕	
Main Street					↕	
Dyess / Wilson ?			↓			





About Osceola

Get Outside

Sans Souci Park
2250 State Hwy 198, Osceola

Florida Park and Osceola Bark Park
1200 W Ford Ave, Osceola

Rosenwald Park
W.O.T. Williams Drive, Osceola

Irma Belcher Park
E Keiser at Oak, Osceola

Osceola Municipal Golf Course
910 Country Club Road, Osceola
(870) 563-6218

Local History & Information

Osceola/SMC Chamber of Commerce
116 N Maple, Osceola
(870) 563-2281

Main Street Osceola
108 W Hale, Osceola
(870) 563-6177

Mississippi County Courthouse
200 W Hale Ave, Osceola

Mississippi County Historical &
Genealogical Society Museum
209 W Hale, Osceola
(870) 563-6161

Osceola Kiwanis Club
Thursdays at Noon
Riverlawn Country Club

Osceola Rotary Club
Tuesdays at Noon
Osceola/SMC Chamber Civic Center

Other Activities

Frank & Son's Legendary Lounge
321 S Poplar, Osceola
(870) 815-0389

Highway 61 Gallery
223 W Hale Ave, Osceola
(870) 563-4973

Mississippi County Library System
320 W Hale, Osceola
(870) 563-2721

Osceola Fitness
916 W Keiser Ave, Osceola
(870) 563-0560

Osceola Parks & Rec. Community Center
382 Country Club Road, Osceola
(870) 563-2462

Established in 1837 on the Mississippi River, Osceola was the first, and is now one of two, county seats in Mississippi County. Originally swamps, trees, and Indian tribes, the area began to draw scouts, hunters and even outlaws. Traveling the Mississippi River in steamboats, farmers, loggers and settlers began to see the advantages of this area that became Osceola. The steamboat captains gave the town its original name of 'Plumb Point'. According to Mark Twain in his *Life on the Mississippi*, when one steamboat would inquire of another where to find wood for the steamboats, they were told to "go plumb to the point", where enterprising settlers had stacked wood to sell. This was the beginning of Osceola.

Osceola was the first city in Northeast Arkansas to earn the ACE (Arkansas Community of Excellence) designation, based primarily on a community's livability and competitive position. This has been exemplified by the huge growth of jobs in the area, through economic development super project Big River Steel and several steel-related businesses, expansion of established industries, and the prospect of many more.



Our beautiful historic downtown is a National Trust Historic District with forty-one buildings on the National Register. One of the most prominent is our infamous copper-domed county courthouse, built in 1912 and one of the most photographed courthouses in Arkansas. Across the street is the Mississippi County Historical and Genealogical Society Museum, housed in a 1902 and 1904 mercantile building. Step through the door and step back into history, as the fixtures are original and the history of the county is preserved, taught and enjoyed. Be sure to ask about the time the Mississippi River froze! The museum is also an interpretive center for the Great River Road, and includes a coffee shop, gift shop, & research center. You'll also find historical markers for the many famous musicians that have ties to Osceola.

While exploring the area, be sure to head just south of town to Sans Souci Park (French for "Without Worry"), arguably the best Mississippi River overlook in Arkansas. The park includes a State Game & Fish Commission boat ramp for access, covered picnic pavilions, and several historical markers highlighting its rich history. This is a great place to kick back and relax while watching the boats and mesmerizing current of Ol' Man River.

