

CITY OF OSCEOLA
ADVERTISING & PROMOTION TAX COMMISSION
Minutes of the April 19, 2021 Meeting

Commissioners Present: Dr. James R. Shemwell, Councilman Greg Baker, Robert Zenanko, Carrie Carr, & Harry Keatts (proxy vote provided for Wayfinding Signs Proposal)

Commissioners Absent: Councilman Gary Cooper & Tim Redzepi

Others Present: Mayor Sally Wilson

Dr. Shemwell, Chair, called the meeting to order and declared a quorum at 4:00 PM, April 19, 2021, at City Hall. The first order of business was consideration of Carrie Carr, per the Mayor's appointment, to fill the seat vacated nearly one year ago by former Osceola/South Mississippi County Chamber of Commerce Director Ammi Tucker. Mrs. Carr serves on the Chamber Board, and as such, qualifies for the vacant position representing a tourism organization, traditionally filled by the OSMC Chamber Director. Dr. Shemwell reminded the Commission of the construct of the Commission seats per ordinance: two City Council members (Baker & Cooper), three members representing hotels and/or restaurants collecting the A & P tax from its patrons (Keatts, Redzepi, & Zenanko), one member representing the citizenry at-large (Shemwell), and the vacant tourism organization seat. Baker moved to approve Carr's appointment to the Commission and elect her as Commission Secretary, Zenanko seconded, and the motion passed unanimously. Mayor Wilson reported that due to recent personnel changes, a current financial statement for the A & P Fund and its collections/expenditures was not immediately available, but that it would be prepared and sent to Dr. Shemwell for distribution to the Commission.

Commissioners discussed the quotes obtained by Shawn Chafin to complete the wayfinding sign project. It has been discovered that two assumptions made by the former Chamber of Commerce Executive Director regarding this project have been contradicted by the Arkansas Highway Department. One is that wayfinding signs can only list 3 locations per sign face, not the 4 or 5 per sign that were in the original plan. The second is that wayfinding signs cannot be attached or affixed to existing signs, contrary to the original plan. This has resulted in a need to redo the vinyls for several of the signs as well as a need to order a few more sign bases (the rectangles to which the vinyls are affixed) and sign poles. The quote from Hill's Vinyl Graphics to produce and affix new vinyls to comply with the Highway Department limit of 3 locations per sign was \$2,145.00. A second quote obtained by Chafin for additional sign bases and poles was \$632.40 from XXXX. Mayor Wilson confirmed that sign installation would be provided by the City of Osceola. The total to complete the wayfinding sign project is \$2,777.40. Commissioners also reviewed a matrix of sign locations and reworked location listings on each sign prepared by Chafin and outgoing-OSMC Chamber Director Sheri Adams. Zenanko moved to recommend to the City Council the wayfinding sign completion request of \$2,777.40, Carr seconded, and the motion carried unanimously.

In response to an inquiry by Dr. Shemwell, Mayor Wilson discussed recent purchases and development plans for several buildings in downtown Osceola. There being no further business to come before the Commission, Baker moved to adjourn, Zenanko seconded, and the motion carried unanimously. Meeting adjourned.



Dr. James R. Shemwell, Chair

Carrie Carr, Secretary

PHONE: 870-563-0967
 hillsvinylgraphics@yahoo.com
 614 W. KEISER AVE.
 Osceola, AR 72370



DATE: 03/31/21

SOLD TO:

WE HAVE A NEW ADDRESS - PLEASE UPDATE YOUR RECORDS*PAYMENT DUE UPON RECEIPT

QTY	DESCRIPTION	UNIT PRICE	AMOUNT
5	COMPLETE WAYFINDING SIGNS	\$150.00	\$750.00
12	REMOVAL OF VINYL/RE-APPLICATION OF VINYL DECALS ON WAYFINDING SIGNS	\$100.00	\$1,200.00
			\$0.00
			\$0.00
			\$0.00
			\$0.00
			\$0.00
			\$0.00
			\$0.00
			\$0.00
			\$0.00
			\$0.00
			\$0.00
			\$0.00
			\$0.00
			\$0.00
		SUBTOTAL:	\$1,950.00
		TAX RATE:	10.00%
		TAX TOTAL:	\$195.00
		AMOUNT DUE:	\$2,145.00

Payment is due upon receipt of invoice. There will be a 1% finance charge applied to any remaining balance 30 days after original invoice date. There will be a \$30 fee for returned checks. Please make checks payable to Hill's Vinyl Graphics. If you have any questions concerning this invoice, contact Carmon Hill at the e-mail address or phone number above. ALL SALES ARE FINAL -NO REFUNDS!

THANK YOU FOR YOUR BUSINESS!

INTERSTATE

Interstate #1 (East of I-55, Eastbound Traffic)

- ↑Mississippi River Redo sign
- ↑OPAR Sports Complex
- ←County Courthouse
- ↑Historic Downtown

Interstate #2 (East of I-55, Eastbound traffic)

- ↑Mississippi river
- ↑OPAR Sports Complex Delete
- ↑Country Courthouse
- ↑Historic Downtown



~~Country Club Road #1 (Eastbound Traffic)~~

Country Club Road #1 (Eastbound Traffic)

- ← OPAR Sports Complex
- ←Osceola High School Redo Face
- Golf course

- ↑ Mississippi River/ Sans Souci Park
- ↑ Historic Downtown New sign
- ↑ Chamber of Commerce

Use deleted face with this →

Country club Road #2 (westbound traffic)

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

W KEISER @61

W Keiser @61 #1 (eastbound traffic)

- Mississippi River/ Sans Souci Park Redo good
- ↑ Mississippi county Museum
- ↑ County Courthouse

- ↑ City Hall
- ↑ Historic Downtown Separate sign

W Keiser @61 #2 (northbound traffic)

- ← OPAR Sports complex Good redo
- ←Golf Course
- Mississippi County Museum

- County Courthouse
- City Hall Separate sign
- Historic Downtown

W Keiser @61 #3 (westbound traffic)

- ←Mississippi River/ Sans Souci Park Leave off
- ↑ OPAR Sports Complex
- ↑Golf Course
- ↑Osceola High School Redo with these 3

MAYBE: Hwy 61 South (southbound traffic)

- ↑Mississippi river/ Sans Souci Park w/ miles Fine
- ↑Dyess
- ↑Wilson

W KEISER @ WALNUT/61

W Keiser @ Walnut #1 (eastbound traffic)

- ←Historic Downtown Leave off Ok Face Redo
- ←County Courthouse
- ←City Hall
- ←Mississippi County Museum

W Keiser @Walnut #2 (southbound traffic)

- Mississippi River/ Sans Souci Park Fine
- OPAR Sports complex
- Golf course

NORTH 61

Walnut/61 north entrance (southbound traffic)

- ↑Mississippi River/ San Souci Park Redo Face
- ↑Historic downtown
- ↑County courthouse

- ↑City Hall
- ↑Golf course New sign
- ↑Public Library

DOWNTOWN

Walnut @ Semmes #1 (southbound traffic)

- Osceola High School
- OPAR Sports Complex New separate sign

- ↑County Courthouse
- ↑City Hall
- ↑Mississippi River/ Sans Souci park Redo Face

Walnut @ Semmes #2 (northbound traffic)

- ←Osceola High School
- ←OPAR Sports Complex Fine

Walnut @ Johnson #1 (southbound traffic)

- ←County Courthouse Redo Face
- ←Post Office
- Chamber of Commerce

- ↑City Hall
- ↑Mississippi River/ Sans Souci Park Separate sign

Walnut @ Johnson #2 (northbound traffic)

- ←Chamber of Commerce
- County courthouse Good
- Post Office

Walnut @ Hale #1 (south bound traffic)

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

Walnut @ Hale #2 (north bound traffic)

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

Proposal for A&P

**spoke with Jeremy*

Hardware for Wayfinding signs

Amounts	24.80 Uchannel post 10 foot long	37.20 Square post 10 foot long
12 signs (we have)	297.60	446.40
5 additional	124.00	186.00
5 that are ready	124.00	186.00
22 total signs	421.60	632.40

24.80 Uchannel post 10 foot long

37.20 Square post 10 foot long

20.30 Hardware

30 Shipping

Hardware

17 signs 36x36 (We have)

22 signs

Bolts and Nuts (2 each) /Washer

Bolts .25c

Nuts .04c

Washers .06c

Total .35c

22 signs \$20.30

WAYFINDING PROGRAM POLICY

PURPOSE

As stated in the Manual on Uniform Traffic Control Devices, wayfinding guide signs are part of a coordinated and continuous system of signs that direct tourists and other road users to key civic, cultural, visitor, and recreational attractions and other destinations within a city or a local urbanized or downtown area. The purpose of this policy is to establish methods, procedures, and guidelines under which a local government may adopt a wayfinding guide sign program (Wayfinding Program) to provide for local control of guide signs maintained on conventional state highways within a defined Wayfinding Region.

APPLICATION AND SCOPE OF PROGRAM

- (1) Any county or incorporated municipality that is organized with legal authority to construct and maintain its own local roads is eligible to adopt a Wayfinding Program as provided in this policy.
- (2) Adoption of a Wayfinding Program is optional, and nothing in this policy shall be construed to require any county or municipality to participate in or undertake a Wayfinding Program.
- (3) A permitted Wayfinding Program may apply to conventional state highways within the jurisdiction of a county or municipality, but it shall not apply to freeway or expressway main lanes or along ramps on the state highway system.

DEFINITION

- (1) “Conventional highway” means a highway with at-grade intersections and without partial or full control of access.
- (2) “Department” means the Arkansas State Highway and Transportation Department.
- (3) “Eligible local government” as used in this policy means a county or a municipality that is incorporated under the laws of the State of Arkansas and is organized with legal authority to construct and maintain its own local roads.
- (4) “Expressway” means a divided highway with partial control of access.
- (5) “Freeway” means a divided highway with full control of access.
- (6) “Guide sign” means a highway or street sign that shows route designations (route shields), destinations, directions, distances, services, points of interest, or other geographical, recreational, or cultural information.

- (7) “MUTCD” means the United States Department of Transportation, Federal Highway Administration, Manual on Uniform Traffic Control Devices for Streets and Highways, which is adopted and incorporated by the Department.
- (8) “State highway” means a highway designated by the Department as part of the state highway system of the State of Arkansas.
- (9) “Wayfinding Program” means a program adopted by an eligible local government in accordance with this policy that provides for local control of wayfinding guide signs within a defined Wayfinding Region, including conventional state highways as well as local roads under the local government’s jurisdiction.
- (10) “Wayfinding Region” means the defined area, including all or part of an eligible local government, within which a Wayfinding Program permitted by the Department shall apply.

PROGRAM COMPONENTS

- (1) On all state highways within the wayfinding region, the Department will continue to be responsible for the installation and maintenance of all regulatory signs, warning signs, route designation signs (route shields), city destination and distance signs, and any other guide signs that the Department has designated to remain in place under the local government’s Wayfinding Program.
- (2) Wayfinding Guide Sign Policy
 - (a) An eligible local government choosing to have a Wayfinding Program shall develop a proposed wayfinding guide sign policy that establishes:
 - 1. The types of destinations and/or points of interest for which guide signs may be erected;
 - 2. The specific eligibility criteria under which such destinations and points of interest may be signed; and
 - 3. The types of signs that will be used to sign destinations and points of interest under the proposed Wayfinding Program.
 - (b) The Department reserves the right to require that specifically designated guide signs previously installed and maintained by the Department shall remain in place under the permitted Wayfinding Program. In such cases, the Department will retain responsibility for maintaining the designated signs.
 - (c) All signs within the Wayfinding Region must conform to the design standards of the current MUTCD, including standards for the shape, color, dimensions, legends, borders and reflectivity of signs.

- (d) Wayfinding sign assemblies will only be allowed at locations where a turn is required in order to reach a destination or point of interest. Sign assemblies should be limited to three destinations or points of interest per sign assembly. The assemblies shall be located such that adequate spacing is maintained between other wayfinding assemblies and existing sign assemblies the Department has designated to remain in place.
- (e) Wayfinding guide signs within the Wayfinding Region must use a consistent sign design, whether by using either standard guide signs or community wayfinding signs consistent with the MUTCD.

(3) Wayfinding Region

- (a) The local government shall define the geographic area within its jurisdictional limits that will constitute the wayfinding region in which its proposed guide sign policy shall apply.
- (b) The wayfinding region may include all or part of the area within the jurisdiction of the local government, subject to the acceptance of the Department.

(4) Submittals

The local government shall submit the following information to the Department's District Engineer for review and acceptance before installing any guide signs on conventional state highways under the local government's proposed Wayfinding Program:

- (a) The proposed wayfinding guide sign policy.
- (b) A detailed map defining the proposed wayfinding region.
- (c) A complete inventory and a detailed map identifying the existing sign locations, all destinations and points of interest within the wayfinding region and the location and legend of each proposed wayfinding guide sign.

(5) Notice of Acceptance

After all required submittals have been reviewed as provided in this policy, the Department will issue the applicant a permit setting forth the terms and conditions of the Wayfinding Program. If acceptable, the applicant shall execute the permit in accordance with such procedures as may be required under local law, and return it to the Department's District Engineer.

(6) Modifications to the Wayfinding Program.

A request to modify a previously permitted Wayfinding Program shall be submitted in writing to the Department's District Engineer for review. If the modification is accepted, the Department will prepare an amended permit, which shall be executed in the same manner as the original permit.

INSTALLATION AND MAINTENANCE OF SIGNS

- (1) The local government with jurisdiction over the wayfinding region shall have the responsibility to oversee and implement the Wayfinding Program, but the local government may use an outside organization or consultant to manage the daily operations of its Wayfinding Program.
- (2) The placement of all guide signs within the wayfinding region shall conform to the standards and guidance of the current MUTCD.
- (3) All wayfinding guide signs and their structural supports, posts, foundations and mountings, installed and maintained within the wayfinding region shall conform to the standards of the MUTCD. They shall be crashworthy as defined in the MUTCD if located within the clear zone (as defined in the AASHTO Roadside Design Guide), or shall be located entirely outside of the clear zone.
- (4) The local government shall be responsible, at its own expense, to install, maintain and/or replace as necessary all wayfinding guide signs on conventional state highways within the Wayfinding Region that are included in or installed under the Wayfinding Program, except as follows:
 - (a) The Department will continue to maintain route designation (route shield) and directional signs as well as city destination and distance signs on conventional state highways throughout the wayfinding region, and
 - (b) The Department will maintain any other guide signs that it may designate to remain in place under the Wayfinding Program.
- (5) The local government will assume all liability for signs that are included, installed, and/or maintained within the wayfinding region under the Wayfinding Program.
- (6) The Department's Specific Services Signing program signs (GAS, FOOD, LODGING, CAMPING and ATTRACTIONS) and signs installed under the Department's Tourist Oriented Directional Signing program shall remain in place within the Wayfinding Region unless, subject to the approval of the Department and consent of any affected facility, new wayfinding guide signs installed under the Wayfinding Program are provided for the same facility. In such cases, the Department's signs may be removed. The Department's attraction sign trailblazers for any public facilities located within a Wayfinding Region may also be removed by the Department.

4/19/21

STEMMEN

ZEMANKO

CARR

BAKOR

- KEATTS (PROXY)

- STEMMEN CALLS MEETING TO ORDER w/ Quorum

- CARRIE (ox CARR ELECTED) TO COMMISSION

- BAKOR MOVE

- ZEMANKO MOVE

MOTION CARRIES 4-0

- APPROVE WAYFINDING SIGNS (COMPECTION)

- ZEMANKO MOVE

- CARR 2ND

MOTION CARRIES 5-0

- MOVE TO ADJOURN

BAKOR MOVE

ZEMANKO 2ND

ADJOURN



James Shemwell <jshemwell@smail.anc.edu>

A & P Tax Commission Request - Wayfinding signs

Shawn Chafin <shawn.chafin.cjgf@statefarm.com>
To: James Shemwell <jshemwell@smail.anc.edu>
Cc: Sheri Adams <osceolachamber@sbcglobal.net>

Mon, Apr 12, 2021 at 4:42 PM

Jim,
Sorry, it took some time to rework the signs. Sheri and I were able to meet last Thursday.

Good news, we only need 5 more signs besides the new overlays. We do need the poles and hardware as we are not allowed to attach anything to the existing highway department signs.

Hill's Vinyl Graphics quote is	\$ 2,145.00.
Hardware & shipping is	632.40.
Total	\$ 2,777.40

Our first proposal had 4-5 locations on some of the signs, the limit is 3.
It was thought we could attach the signs to existing highway department signs, this is not allow.

Please let me know if you need any other information.

Thanks so much!

Shawn

Shawn H Chafin, Agent

1487 W. Keiser Ave., Ste. III
Osceola, Arkansas 72370
Bus 870.563.6695 Fax 870.563.2345
shawn.chafin.cjgf@statefarm.com
www.shawnchafin.com
NMLS MLO #985350, MLO License #104863



CITY OF OSCEOLA
ADVERTISING & PROMOTION TAX COMMISSION
Minutes of the July 19, 2021 Meeting

Commissioners Present: Dr. James R. Shemwell, Councilman Gary Cooper, Robert Zenanko, & Harry Keatts


Commissioners Absent: Councilman Greg Baker, Carrie Carr, & Tim Redzepi

Others Present: Mayor Sally Wilson & Mallory Haynes (representing Main Street Osceola)

Dr. Shemwell, Chair, called the meeting to order and declared a quorum at 4:00 PM, July 19, 2021, at City Hall. The first order of business was to approve the meeting agenda. Keatts moved to approve, Zenanko seconded, and the motion carried unanimously. The second order of business was to approve the April 19 minutes of the Commission. Cooper moved to approve the minutes, Zenanko seconded, and the motion passed unanimously. Next, Commissioners reviewed a financial summary of the A & P Tax Fund; however, the report was over a year old because both Ray Fulmer (City of Osceola) and the City's accountant at Thomas, Speight, & Noble were on vacation on the day of the meeting as reported by Mayor Wilson. It was noted that the A & P Tax Fund currently has more than sufficient funds to consider the Main Street Osceola Back to School Splash event. Shemwell committed to contact Fulmer prior to the next meeting to seek an up-to-date financial report.

Commissioners discussed the proposal submitted by Main Street Osceola regarding the Back to School Splash event. The total budget for the event is \$5,300. MSO requests \$2,800 from the A & P Tax Fund to support the event. Requested expenses to be covered include \$300 for advertising, \$2,200 for entertainment (wrestlers) and related costs, and \$300 for fan rental. Keatts inquired as to whether the event fits within the charge of the A & P ordinance to advertise and promote Osceola. A discussion ensued without a clear consensus of agreement on this question. Zenanko expressed a concern that only \$300 had been budgeted to promote the event. Shemwell, while expressing support for the event, echoed Zenanko's concern, noting a further concern that the A & P Fund was being asked to provide the majority of the budget for the event itself. Keatts moved to recommend to the City Council support for the event in the amount of \$1,500 with the stipulation that half, \$750, be invested in advertising and promotion of the event in order to receive reimbursement. Cooper seconded, and the motion carried unanimously. Shemwell recommended that a discussion take place at a future meeting with the MSO Director and Board members regarding what is both permissible and practical under the A & P ordinance to allow MSO to be better informed and prepared in terms of future requests. Councilman Cooper agreed to report to the City Council regarding the approved motion.

In response to an inquiry by Councilman Cooper, Mayor Wilson reported that the City is waiting for the detailed list/map of wayfinding signs in order to install them. Dr. Shemwell committed to contact Tara Adams, the most recent interim director of the Osceola/South Mississippi County Chamber of Commerce, to have the list/map sent to the City so that installation of the signs can occur. There being no further business to come before the Commission, Cooper moved to adjourn, Keatts seconded, and the motion carried unanimously. Meeting adjourned.



Dr. James R. Shemwell, Chair

Carrie Carr, 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	800.00	741.00	521.00	471.00	398.00	330.00	542.00	571.00	496.00	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	3,068.25	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		CJRW			
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	1,710.00	1,929.00	1,337.00	1,117.00	17,845.00	
Deerfield Inn	567.00	472.00	720.00	616.00	710.00	762.00	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	141.00	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	1,373.00	2,750.81	2,952.35	2,669.35	3,225.45	3,063.49	2,977.65	3,064.90	3,449.17	2,352.11	2,076.00	31,925.60	
Expenses														
			3,000.00		2,662.50	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	-	-	-	28,484.33	
Net Total	1,971.32	1,373.00	(249.19)	2,952.35	(9,473.15)	30.45	3,063.49	1,002.65	(5,106.93)	3,449.17	2,352.11	2,076.00	3,441.27	98,970.95

2019	January	February	March	April	May	June	July	August	September	October	November	December	Total	Accumulated
														98,970.95
Receipts														
Days Inn	1,117.00	1,439.00	1,535.00	2,063.00	2,227.00	1,978.00	1,767.00	1,870.00	1,901.00	1,419.00	2,161.00	1,447.00	20,924.00	
Deerfield Inn	468.00	414.00	462.00	898.00	972.00	672.00	534.00	597.00	780.00	610.00	869.00	534.00	7,810.00	
Judge Motel	155.00	145.00	150.00	147.00	123.00	183.00	178.00	205.00	245.00	291.00	258.00	172.00	2,252.00	
Rodeway	336.00	460.00	134.35	443.60	577.99	472.03	425.75	498.04	533.88	619.25	730.07	426.09	5,657.05	
Total Receipts	2,076.00	2,458.00	2,281.35	3,551.60	3,899.99	3,305.03	2,904.75	3,170.04	3,459.88	2,939.25	4,018.07	2,579.09	36,643.05	
Expenses														
		5,990.00	853.60	10,589.00		2,800.00	1,980.00		1,900.00	2,679.00	2,337.50	5,000.00		
		CJRW	OSC PRINTING	music fest		MAINSTREET	HINSON SIGN		MAINSTREET	MAINSTREET	HILLS VINYL	MAINSTREE PARADE		
		3,000.00		260.70					5,990.00			CATES AND CO		
		AR Delta BW		reimburse					AD AND PROMOTION			3,000.00		
		440.00									6,817.00	JOE HARRIS		
		HILLS VINYL									MUSICFEST DE	1,442.00		
Total Expenses	-	9,430.00	853.60	10,849.70	-	2,800.00	1,980.00	-	7,890.00	2,679.00	9,154.50	9,442.00	55,078.80	
Net Total	2,076.00	(6,972.00)	1,427.75	(7,298.10)	3,899.99	505.03	924.75	3,170.04	(4,430.12)	260.25	(5,136.43)	(6,862.91)	(18,435.75)	80,535.20

July 19, 2021

• (CALL) MEETING

• HK & RZ - AGENDA

• APRIL MINUTES

MOTION

2ND

• FINANCIALS → NEW UP-TO-DATE

FC

RZ

• MAIN STREET OSCOLA

◦ PURVE?

HK MOTION \$1900

↳ \$750 - ASS & PWD

\$190 - TOWARDS ENTERTAINMENT

FC 2ND

MOTION PASSES UNANIMOUSLY

MOTION TO ADJOURN FC

2ND HK

- TALK TO LARA ABOUT STWTS

Bill Paying - CHECKLIST

Instructions: Enter bill details on each row. To add more bills, select a whole row, then right click and select **Insert** to add a new row. To insert a checkmark, double click a cell in the Done column.

7-Aug-21

Category	Bill	Amount estimated	Due date	Date paid
Entertainment:	Wrestlers	\$ 2,000.00		
	WrestlersTravel Expenses	\$ 200.00		
	PortaCool Fans Rentals	\$ 300.00		
Advertisement :	Advertisement: Ad in paper, yard signs, banners	\$ 300.00		
	Total:	\$ 2,800.00		

MAIN STREET
 OCEOLA

CITY OF OSCEOLA
ADVERTISING & PROMOTION TAX COMMISSION
Minutes of the August 2, 2021 Meeting

Commissioners Present: Dr. James R. Shemwell, Carrie Carr, Robert Zenanko, & Harry Keatts

Commissioners Absent: Councilman Greg Baker, Councilman Gary Cooper, & Tim Redzepi

Others Present: Mayor Sally Wilson & Ray Fulmer (City of Osceola)

Dr. Shemwell, Chair, called the meeting to order and declared a quorum at 4:00 PM, August 2, 2021, at City Hall. The first order of business was to approve the meeting agenda. Keatts moved to approve, Zenanko seconded, and the motion carried unanimously. The second order of business was to approve the April 19 minutes of the Commission. Carr moved to approve the minutes, Keatts seconded, and the motion passed unanimously. Next, Commissioners reviewed a financial summary of the A & P Tax Fund. Taking into account recent expenditure approvals, the Fund has a current balance of approximately \$106,000.

Commissioners discussed the proposal submitted by the Osceola Police Department (OPD) regarding the National Night Out event. The total budget for the event is \$9,720. MSO requests \$5,000 from the A & P Tax Fund to support the event. A discussion ensued regarding expenses permissible under the A & P Tax ordinance. Shemwell expressed a concern that organizations were asking for more than advertising and promotional cost assistance to include funding operational costs of events. Shemwell suggested that future A & P Fund assistance be provided toward events only in the amount directly related to advertising and promotion of such events. Keatts proposed that \$1,700 of support be recommended to cover OPD's budgeted amounts for marketing materials and advertising. Carr moved to approve this recommendation to the City Council, Zenanko seconded, and the motion carried unanimously.

Next, the Commission heard a presentation from the City of Osceola regarding an Our Town grant submission to the National Endowment for the Arts. The requested grant amount of \$25,000 would have a required match of \$5,000 from a local non-profit, OCBA, and \$20,000 from the A & P Tax Fund, if approved. Activities to be funded include 1) relocate three of the four historical markers currently located at the Pocket Park (Poplar & Hale) to create four distinct park spaces, such as the Albert King park on Walnut south of Hale; 2) create murals, add sculpture-style features, and improve landscaping at the new park spaces; 3) turn these park spaces into tourism destinations using the newest QR (quick response barcode) technology which allows tourists to point their smart phones at murals or signs such that a story, video, music, and/or animation appears on their phones; 4) use the same digital technology to promote the Historic District's walking tour and the Cotton Highway historic marker tour; 5) use the same digital technology for a rotating art gallery at the Coston building; 6) host classes in digital technology for school students and adults; and 7) install a light ambient sound system to play music on the downtown square during the work day. The digital engineering vendor would be Cumulus Tech, a company operated by two Arkansas State University professors, who would work on-site in Osceola during the project. If successful, the grant award would be made by the National Endowment for the Arts in April 2022. A discussion ensued regarding other possible attractions that could lend themselves to the digital tour technology, such as Sans Souci Park and the Violet Cemetery. Zenanko moved to approve a recommendation to the City Council for a \$20,000 commitment toward the Our Town project, Carr seconded, and the motion carried unanimously.

There being no further business to come before the Commission, Keatts moved to adjourn, Zenanko seconded, and the motion carried unanimously. Meeting adjourned.



Dr. James R. Shemwell, Chair

Carrie Carr, Secretary

AGENDA
HK Mov RZ 2ND
U

MINUTES

CC M HK 2ND
U

FIN RPT

OPD REQUEST

CC MOVE TO APPROVE \$1700 :- AD & MKTG

RZ

U

^{ONE TIME}
RZ Mov CC 2ND

U \$20K

HK Mov 2ND RZ

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	800.00	741.00	521.00	471.00	398.00	330.00	542.00	571.00	496.00	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	3,068.25	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	CJRW			
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	1,710.00	1,929.00	1,337.00	1,117.00	17,845.00	
Deerfield Inn	567.00	472.00	720.00	616.00	710.00	762.00	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	141.00	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	1,373.00	2,750.81	2,952.35	2,669.35	3,225.45	3,063.49	2,977.65	3,064.90	3,449.17	2,352.11	2,076.00	31,925.60	
Expenses														
			3,000.00		2,662.50	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	-	-	-	28,484.33	
Net Total	1,971.32	1,373.00	(249.19)	2,952.35	(9,473.15)	30.45	3,063.49	1,002.65	(5,106.93)	3,449.17	2,352.11	2,076.00	3,441.27	98,970.95

2019	January	February	March	April	May	June	July	August	September	October	November	December	Total	Accumulated
														98,970.95
Receipts														
Days Inn	1,117.00	1,439.00	1,535.00	2,063.00	2,227.00	1,978.00	1,767.00	1,870.00	1,901.00	1,419.00	2,161.00	1,447.00	20,924.00	
Deerfield Inn	468.00	414.00	462.00	898.00	972.00	672.00	534.00	597.00	780.00	610.00	869.00	534.00	7,810.00	
Judge Motel	155.00	145.00	150.00	147.00	123.00	183.00	178.00	205.00	245.00	291.00	258.00	172.00	2,252.00	
Rodeway	336.00	460.00	134.35	443.60	577.99	472.03	425.75	498.04	533.88	619.25	730.07	426.09	5,657.05	
Total Receipts	2,076.00	2,458.00	2,281.35	3,551.60	3,899.99	3,305.03	2,904.75	3,170.04	3,459.88	2,939.25	4,018.07	2,579.09	36,643.05	
Expenses														
		5,990.00	853.60	10,589.00		2,800.00	1,980.00		1,900.00	2,679.00	2,337.50	5,000.00		
		CJRW	OSC PRINTING	music fest		MAINSTREET	HINSON SIGN		MAINSTREET	MAINSTREET	HILLS VINYL	MAINSTREE PARADE		
		3,000.00		260.70					5,990.00				CATES AND CO	
		AR Delta BW		reimburse					AD AND PROMOTION				3,000.00	
		440.00									6,817.00	JOE HARRIS		
		HILLS VINYL									MUSICFEST DE	1,442.00		

ADVERTISING AND PROMOTION COMMISSION FINANCIALS

Total Expenses	-	9,430.00	853.60	10,849.70	-	2,800.00	1,980.00	-	7,890.00	2,679.00	9,154.50	9,442.00	55,078.80	
Net Total	2,076.00	(6,972.00)	1,427.75	(7,298.10)	3,899.99	505.03	924.75	3,170.04	(4,430.12)	260.25	(5,136.43)	(6,862.91)	(18,435.75)	80,535.20

2020	January	February	March	April	May	June	July	August	September	October	November	December	Total	Accumulated
														80,535.20
Receipts														
Days Inn	1,002.00	1,243.00	1,210.00		1,301.00	1,697.00	1,675.00	1,970.00	2,018.00	2,001.00	2,143.00	1,130.00	17,390.00	
Deerfield Inn	639.00	540.00	599.00	703.00	786.00	660.00	803.00	775.00	844.00	849.00	958.00	717.00	8,873.00	
Judge Motel	150.00	231.00	216.00	254.00	251.00	331.00	266.00	264.00	296.00	250.00	297.00	272.00	3,078.00	
Rodeway	397.25	380.25	347.91	290.60	850.00	282.44	597.33	458.11	628.16	776.10	951.67	454.01	6,413.83	
Total Receipts	2,188.25	2,394.25	2,372.91	1,247.60	3,188.00	2,970.44	3,341.33	3,467.11	3,786.16	3,876.10	4,349.67	2,573.01	35,754.83	
Expenses														
		663.00				13,750.00						5,000.00		
		INV 38015				BLUES STUDY						MAINSTREET		
												1,320.00		
												INV 39304		
Total Expenses	-	663.00				13,750.00						6,320.00	20,733.00	
Net Total	2,188.25	1,731.25	2,372.91	1,247.60	3,188.00	(10,779.56)	3,341.33	3,467.11	3,786.16	3,876.10	4,349.67	(3,746.99)	15,021.83	95,557.03

2021	January	February	March	April	May	June	July	August	September	October	November	December	Total	Accumulated
														95,557.03
Receipts														
Days Inn	1,111.00	1,344.00	1,164.00	1,502.00	2,086.00	1,923.00							9,130.00	
Deerfield Inn	560.00	467.00	698.00	853.00	772.00	639.00							3,989.00	
Judge Motel	254.00	313.00	267.00	304.00	388.00	317.00							1,843.00	
Rodeway	364.22	401.89	502.08	523.65	964.95	400.56							3,157.35	
Total Receipts	2,289.22	2,525.89	2,631.08	3,182.65	4,210.95	3,279.56							18,119.35	
Expenses														
Total Expenses	-												-	
Net Total	2,289.22	2,525.89	2,631.08	3,182.65	4,210.95	3,279.56							18,119.35	113,676.38

Osceola Police Department

National Night Out request for funding from A & P

Event Date

October 5, 2021, Time 4:30pm – 6:30pm

Rosenwald Center Field Area



Osceola Police Department
401 West Keiser
Osceola, AR 72370

The History of the National Night Out

[National Night Out](#) is an annual community-building campaign that promotes police-community partnerships and neighborhood camaraderie.

The [National Night Out](#) has been sponsored by the Osceola Police Department for 7 years. In the past we have had over 700 people to attend, but due to Covid 19 we did not have the event last year, so we are banking on this event to be even larger. We anticipate the attendance should top 1,000 attendees this year. It has become a staple of this community.

In previous years the Osceola Police Department hosted the event by passing the hat around and collecting what they could from concerned citizens. We will again pass the hat; however, we need more funds to make a larger impact on the community. Our goal is to build the bridge between the fine men and woman on the OPD and the community, namely the children. This year, as we have in the past we will have a dunking booth, a kid's parade of decorated bikes, scooters, and wagons. We will give away 25 bicycles and helmets. We intend to give away ice cream, hotdogs, watermelon, and other cookout, music, and of course visits by police officers, fire fighters, and paramedics with safety demonstrations, exhibits, and projects for all residents. This year we would like to incorporate a new way of showing the community that the police are with them. We intend to purchase gift cards and allow Police officers the ability to give them out to those citizens who are doing positive things in the community. We would like for this to be an ongoing project.

[National Night Out](#) has been held annually nationally since 1984 and is sponsored by the National Association of Town Watch in the United States. [National Night Out](#) began simply with neighbors turning on their porch lights and sitting in front of their homes. The first [National Night Out](#) involved 2.5 million residents across 400 communities in 23 states; [National Night Out 2019](#) involved 38 million residents in 16,000 communities across the United States. The event is meant to increase awareness about police programs in communities, such as drug prevention, town watch, neighborhood watch, and other anti-crime efforts. The events are typically organized by block watches, nonprofit organizations, companies, and police departments.

Thank you to our neighbors and law enforcement partners across the nation.

38 million neighbors 16 thousand communities 38 years of NNO

Advertising & Promotion

The Osceola Police Department **National Night Out** comes today to request \$5,000 for Advertising and promotion to support the **National Night Out**. Per the included budget we will use the listed amounts to cover the cost of promotional materials. All printed material will bear the city name. We are currently building a promotional Facebook page dedicated to our **National Night Out** getting the word out to the surrounding communities. With the funds from the A&P we will pay for advertisement, tee shirts, and other promotional items from the Osceola Police Department. We will run continues advertisements in the area newspapers. With the much-needed advertisement dollars we anticipate at least 1000 attendees. If the event does what it has done in the past, the **OPD National Night Out** will be the largest no music events in the city. We are asking for \$5,000 which will be used to promote the city of Osceola, and the Osceola Police Department, while creating goodwill between the community and OPD.

Osceola is a friendly, civic minded town and this year's **National Night Out** will be a time of positivity when we really need some positivity. OPD via **National Night Out** will shine a bright positive light on the city.

Budget

Projected Needs	Budgeted Amount
Porta Potty rentals	\$ 400.00
T - S h i r t s	\$ 720.00
Bounce Houses	\$500.00
Wal-Mart Give Cards	\$ 2,000.00
Marketing Materials	\$ 500.00

Refreshments	\$ 2,000.00	
Game Truck	\$ 600.00	
Goody Bags	\$ 1,800.00	
Advertising	\$ 1,200.00	
Total	\$ 9,120.00	Goal \$10,000
	\$ 9,720.00	

Osceola is a friendly, civic minded town and this year's National Night Out will be a time of positivity when we really need some positivity. OPD via National Night Out will shine a bright positive light on the city. We hope you all will grant the OPD what they request.

Thank you for your consideration.

Chief Ollie Collins

CITY OF OSCEOLA
ADVERTISING & PROMOTION TAX COMMISSION
Minutes of the November 15, 2021 Meeting

Commissioners Present: Dr. James R. Shemwell, Carrie Carr (by phone), Robert Zenanko, Councilman Greg Baker, Councilman Gary Cooper, & Harry Keatts

Commissioners Absent: Tim Redzepi

Others Present: Mayor Sally Wilson, Jane Stanford, & Ray Fulmer (City of Osceola); Bobby Ephlin & Kristi Hopper (Main Street Osceola)

Dr. Shemwell, Chair, called the meeting to order and declared a quorum at 4:00 PM, November 15, 2021, at City Hall. The first order of business was to approve the meeting agenda. Baker moved to approve, Cooper seconded, and the motion carried unanimously. The second order of business was to approve the July 19 and August 2 minutes of the Commission. Keatts moved to approve the minutes, Zenanko seconded, and the motion passed unanimously. Next, Commissioners reviewed a financial summary of the A & P Tax Fund. The Fund has a current balance of \$123,026 with an outstanding commitment of \$20,000 for the Our Town grant to be decided in April by the National Endowment for the Arts for the Our Town initiative.

Commissioners discussed the proposal submitted by the City of Osceola for a ¼-page ad in *Arkansas Business* magazine. The ad features the Coston Building and its recognition as a Trendsetter City Honorable Mention award. The cost of the ad is \$1,620 and the ad will run in the December 20 edition of the weekly magazine circulated statewide. Because award winners are not to be announced until the release of the December 20 edition, any recommendation to the City Council will not be made until their December meeting to help keep Osceola's award confidential until released by the publisher. Zenanko moved that \$1,620 be recommended to the City Council in December to pay for the ad. Baker seconded and the motion carried unanimously.

Next, the Commission heard a presentation from Main Street Osceola (MSO) regarding expenditures related to the Son Seals Stage located at the southwest corner of Hale & Poplar Avenues. MSO has received approval for a grant from the Arkansas Heritage Department in the amount of \$7,373.53 toward the project. The project would include 1) artwork (\$2,600), 2) Alucabond installation of the image on to a 25' x 10' section of steel (\$8,250 including tax), 3) LED signage/installation on the front of the stage, "Son Seals Stage" (\$8,140 including tax), 4) lighting/electrical work for the LED flood and stage with the lights being used as a normal state, not just when the stage is utilized (\$3,157.05 including tax), and 5) painting (black) of the walls and stage with labor provided by Main Street Osceola (cost of \$3,000 paid by MSO). The only part of the project not eligible for grant matching is the LED signage/installation. Consequently, the request for A & P Tax Fund assistance is \$14,773.52. When coupled with the Arkansas Heritage grant of \$7373.53 and the MSO commitment of \$3,000, the total project cost would be \$25,147.05. Ephlin discussed the Alucabond process, particularly how it would protect the art work for normal wear and minor vandalism, thereby increasing the durability and longevity of the art investment. He also noted that security cameras already protect the Son Seals Stage at present by serving as a deterrent against vandalism. Cooper moved to approve a recommendation to the City Council for a \$14,773.50 commitment toward the Son Seals Stage upgrade project, Keatts seconded, and the motion carried unanimously.

Mayor Wilson discussed a project currently being formulated by the Music Tourism committee in conjunction with the Osceola/South Mississippi County Chamber of Commerce involving studying the feasibility of purchasing a large tour bus that could be used for a variety of purposes relating to local attractions, including the Cold War Museum proposed in Blytheville as well as South Mississippi County attractions, including the Johnny Cash Home and Museum. A request for a feasibility study may be proposed to the A & P Tax Commission. If determined feasible, a request for a tour bus purchase would be made to the Great River Economic Development Foundation and the Mississippi County Quorum Court, using County economic development tax funds similar to the funds approved for the Cold War Museum.

There being no further business to come before the Commission, Keatts moved to adjourn, Cooper seconded, and the motion carried unanimously. Meeting adjourned.



Dr. James R. Shemwell, Chair

Carrie Carr, Secretary

ADVERTISING AND PROMOTION COMMISSION FINANCIALS

2020	January	February	March	April	May	June	July	August	September	October	November	December	Total	Accumulated
														80,535.20
Receipts														
Days Inn	1,002.00	1,243.00	1,210.00		1,301.00	1,697.00	1,675.00	1,970.00	2,018.00	2,001.00	2,143.00	1,130.00	17,390.00	
Deerfield Inn	639.00	540.00	599.00	703.00	786.00	660.00	803.00	775.00	844.00	849.00	958.00	717.00	8,873.00	
Judge Motel	150.00	231.00	216.00	254.00	251.00	331.00	266.00	264.00	296.00	250.00	297.00	272.00	3,078.00	
Rodeway	397.25	380.25	347.91	290.60	850.00	282.44	597.33	458.11	628.16	776.10	951.67	454.01	6,413.83	
Total Receipts	2,188.25	2,394.25	2,372.91	1,247.60	3,188.00	2,970.44	3,341.33	3,467.11	3,786.16	3,876.10	4,349.67	2,573.01	35,754.83	
Expenses														
		663.00				13,750.00						5,000.00		
		INV 38015				BLUES STUDY						MAINSTREET		
												1,320.00		
												INV 39304		
Total Expenses	-	663.00				13,750.00						6,320.00	20,733.00	
Net Total	2,188.25	1,731.25	2,372.91	1,247.60	3,188.00	(10,779.56)	3,341.33	3,467.11	3,786.16	3,876.10	4,349.67	(3,746.99)	15,021.83	95,557.03
2021														
2021	January	February	March	April	May	June	July	August	September	October	November	December	Total	Accumulated
														95,557.03
Receipts														
Days Inn	1,111.00	1,344.00	1,164.00	1,502.00	2,086.00	1,923.00	1,613.00	1,989.00	1,585.00	1,775.00				
Deerfield Inn	560.00	467.00	698.00	853.00	772.00	639.00	565.00	729.00	753.00	663.00				
Judge Motel	254.00	313.00	267.00	304.00	388.00	317.00	325.00	300.00	260.00	224.00				
Rodeway	364.22	401.89	502.08	523.65	964.95	400.56	464.83	463.06	407.08	1,511.97				
Total Receipts	2,289.22	2,525.89	2,631.08	3,182.65	4,210.95	3,279.56	2,967.83	3,481.06	3,005.08	4,173.97			123,026.92	
Expenses														
				2,777.40			1,500.00							
				Hills graph			Mainstreet							
Total Expenses	-			2,777.40			1,500.00							
Net Total	2,289.22	2,525.89	2,631.08	405.25	4,210.95	3,279.56	1,467.83	3,481.06	3,005.08	4,173.97				

11/19/21

• JS • GB • HK • GC • RZ • CC

- CALL TO ORDER

- AGENDA

• GB • CC

• MINUTES

• HK • RZ

U

- FIN SECT.

- (OSTON BUDGET AD)

• RZ • GB

U

- JON SEITZ MURAL

\$14,773.⁵² REQUEST

FRANK HAS BEEN APPROVED

ARR PARKS & TOURISM

• SECURITY CHARGES IN PRICE

• GC • HK

U

Mayor discusses TOURISM BUS IDEA


• HK • GC

AD JOURNAL MEETING

ADVERTISING AND PROMOTION COMMISSION FINANCIALS

2020	January	February	March	April	May	June	July	August	September	October	November	December	Total	Accumulated
														80,535.20
Receipts														
Days Inn	1,002.00	1,243.00	1,210.00		1,301.00	1,697.00	1,675.00	1,970.00	2,018.00	2,001.00	2,143.00	1,130.00	17,390.00	
Deerfield Inn	639.00	540.00	599.00	703.00	786.00	660.00	803.00	775.00	844.00	849.00	958.00	717.00	8,873.00	
Judge Motel	150.00	231.00	216.00	254.00	251.00	331.00	266.00	264.00	296.00	250.00	297.00	272.00	3,078.00	
Rodeway	397.25	380.25	347.91	290.60	850.00	282.44	597.33	458.11	628.16	776.10	951.67	454.01	6,413.83	
Total Receipts	2,188.25	2,394.25	2,372.91	1,247.60	3,188.00	2,970.44	3,341.33	3,467.11	3,786.16	3,876.10	4,349.67	2,573.01	35,754.83	
Expenses														
		663.00				13,750.00						5,000.00		
		INV 38015				BLUES STUDY						MAINSTREET		
												1,320.00		
												INV 39304		
Total Expenses	-	663.00				13,750.00						6,320.00	20,733.00	
Net Total	2,188.25	1,731.25	2,372.91	1,247.60	3,188.00	(10,779.56)	3,341.33	3,467.11	3,786.16	3,876.10	4,349.67	(3,746.99)	15,021.83	95,557.03

2021	January	February	March	April	May	June	July	August	September	October	November	December	Total	Accumulated
														95,557.03
Receipts														
Days Inn	1,111.00	1,344.00	1,164.00	1,502.00	2,086.00	1,923.00	1,613.00	1,989.00	1,585.00	1,775.00				
Deerfield Inn	560.00	467.00	698.00	853.00	772.00	639.00	565.00	729.00	753.00	663.00				
Judge Motel	254.00	313.00	267.00	304.00	388.00	317.00	325.00	300.00	260.00	224.00				
Rodeway	364.22	401.89	502.08	523.65	964.95	400.56	464.83	463.06	407.08	1,511.97				
Total Receipts	2,289.22	2,525.89	2,631.08	3,182.65	4,210.95	3,279.56	2,967.83	3,481.06	3,005.08	4,173.97				
Expenses														
				2,777.40			1,500.00							
				Hills graph			Mainstreet							
Total Expenses	-			2,777.40			1,500.00							
Net Total	2,289.22	2,525.89	2,631.08	405.25	4,210.95	3,279.56								


 APPROX. 120K



James Shemwell <jshemwell@smail.anc.edu>

A & P Tax Request: Coston Building Ad

James Shemwell <jshemwell@smail.anc.edu>

Thu, Nov 4, 2021 at 8:37 AM

To: Carrie Cox Carr <cvc83@hotmail.com>, gary cooper <cooper7805@sbcglobal.net>, Greg <bakerg573@gmail.com>, Robert Zenanko <rzenanko@sbcglobal.net>, General Manager AR222 <gm.ar222@choicehotels.com>, Harry Keatts <sandbargrille@att.net>

Cc: Sally Wilson <sallylongowilson@yahoo.com>, STACEY TRAVIS <staceyt@osceolalightandpower.com>, Jane Stanford <janes@osceolalightandpower.com>, Sandra Brand <brand@osceolatimes.com>

Commissioners,

The City of Osceola is requesting A & P Tax funds in the amount of \$1,620 for an ad in the December edition of Arkansas Business magazine because the Coston Fine Arts Center has received a 2021 Trendsetter City Honorable Mention award in the category of tourism development and creative culture. Arkansas Business is asking award winners to not publicly announce the awards until the publication comes out on December 20. The ad copy, invoice, and information about the Trendsetter awards are attached to this email.

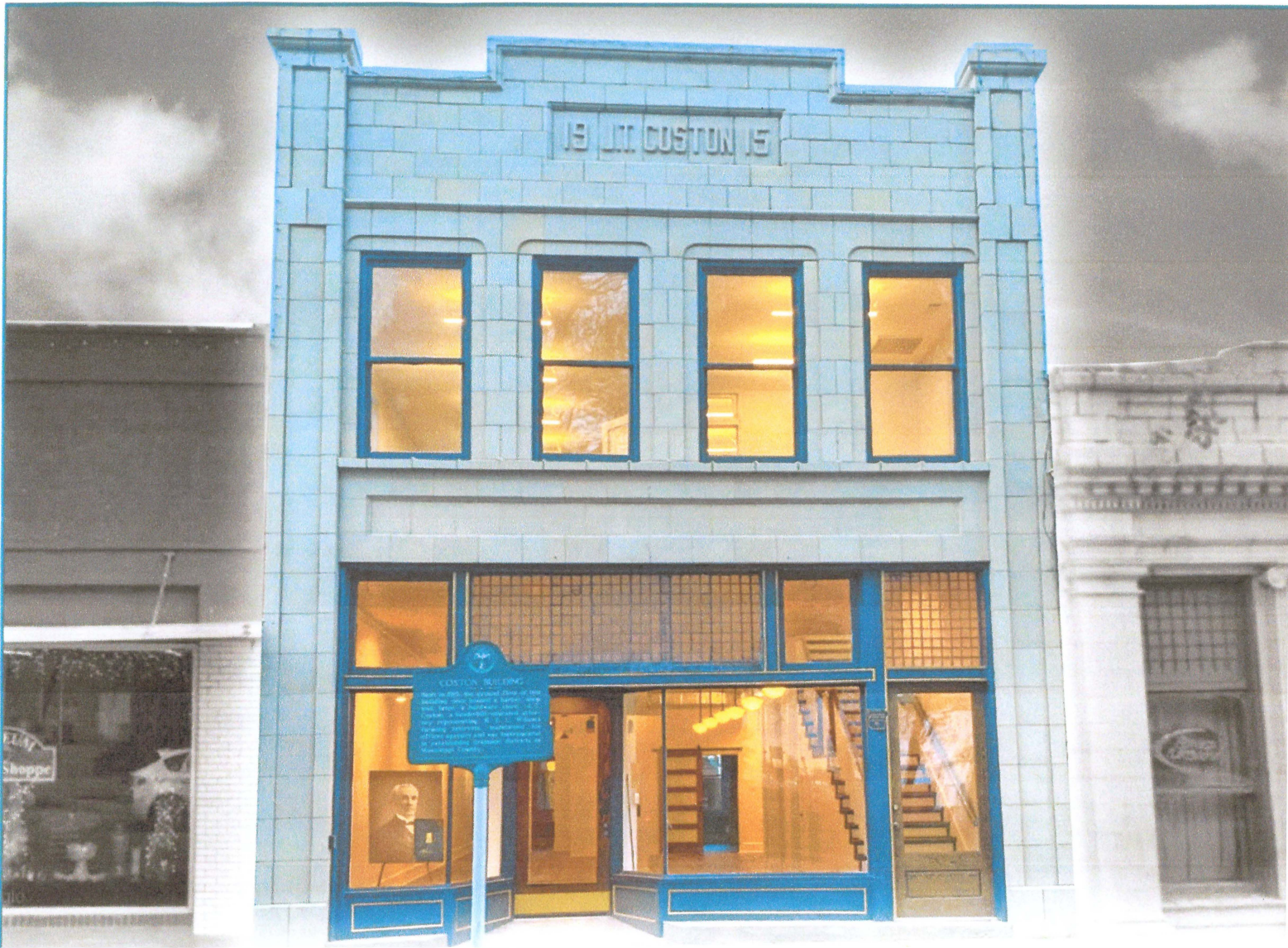
In addition to the Main Street Osceola request relating to the Son Seals Stage mural, we will also take up this item in our next meeting on **Monday, November 15, at 4 PM at City Hall**. Please make plans to be in attendance. If you have any questions in the meantime, please Reply All to this email.

Thanks,
Jim



Dr. James R. Shemwell
President
2501 S. Division St
Blytheville, Arkansas 72315
870-762-3191
www.anc.edu

 **Coston Building Trendsetter Ad.pdf**
1372K



Osceola - a 2021 Trendsetter in tourism development and creative culture

The heart of any vibrant town is its urban core. For Osceola, that heart is its Courthouse Square and the historic blocks that surround it. There, the new Coston Fine Arts Center serves as a gathering place for creativity and learning. Thanks to sponsors and Historic Preservation Grants, the 106-year-old building now provides a space for engaging, educating and entertaining through the arts. Programs include visual and performing arts exhibits, live performances, studio classes and workshops.

OSCEOLAARKANSAS.COM

Arkansas Business

Advertising Contract
Agreement #: 9289
Agreement Date: 10/18/2021

Advertiser
City of Osceola
PO box 443
Osceola, AR 72370
870-563-5245
janestanford81@yahoo.com

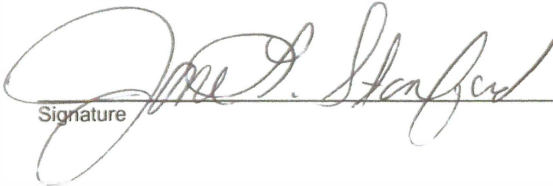
Bill To
Jane Stanford
City of Osceola
PO box 443
Osceola, AR 72370
870-563-5245
janestanford81@yahoo.com

Publisher
Arkansas Business Publishing Group
Arkansas Business
114 Scott Street
Little Rock, AR 72201
Phone: 501.372.1443

Rep: Hannah Camp
Rep Phone: 501-372-1443
Rep Email: HDunton@abpg.com

Publication	Issue	Year	Ad Size	Net
TRENDSETTER CITIES	Dec 2021	2021	1/4 H	\$1,620.00
Total:				\$1,620.00

Thank you for your business!


Signature

10/18/21
Date

You've Been Named: Congratulations Trendsetter City!

From: Kelli Roy (kroy@abpg.com)

To: janestanford81@yahoo.com

Date: Thursday, September 30, 2021, 12:42 PM CDT

Dear Wilson,

Congratulations! Your city has been selected as a *2021 Trendsetter City **Honorable Mention*** in the **Tourism Development/Creative Culture category for populations between 5,000-20,000!**

The Trendsetter City program was created to recognize cities throughout the state of Arkansas that have gone above and beyond to improve the lifestyles, infrastructure, wellness and more within their community. Congratulations on being chosen by the judges for your dedication and improvements made within your city.

The *2021 Trendsetter City* award winners and honorable mentions will be recognized at the 2022 Arkansas Municipal League Winter Conference. You can find more information regarding the winter conference at the [Arkansas Municipal League website](#). We realize you are excited about your designation as a Trendsetter City, but we kindly ask that you refrain from making an official public announcement or social media post until the publication comes out in the December 20th issue of *Arkansas Business*.

Details/Deadlines:

- Please submit 3-4 high resolution photos that best represent your category no later than **Monday, November 1. (No Scans, fax, or screenshots; high resolutions only)**. [Submit Photos Here](#).
- **When sending images, please 1) confirm that you own the image rights and are allowed to share these images with Arkansas Business Publishing Group for use in Trendsetter Cities and related websites and publications and 2) provide a proper photo credit for the images.**

The Pinnacle Award Winner (overall) will be announced at the Municipal League Winter Conference. *This information will not be released in advance.*

If you need anything else, please let me know.

--

Kelli L. Roy
Arkansas Business Publishing Group
Awards Events and Marketing Lead
114 Scott St., Little Rock, AR 72201
Office: 501-372.1443 Direct: 501-455-9336

[My working hours may not be your working hours. Please do not feel obligated to reply outside of your work schedule.](#)

CITY OF OSCEOLA
ADVERTISING & PROMOTION TAX COMMISSION
Minutes of the July 19, 2021 Meeting

Commissioners Present: Dr. James R. Shemwell, Councilman Gary Cooper, Robert Zenanko, & Harry Keatts

Commissioners Absent: Councilman Greg Baker, Carrie Carr, & Tim Redzepi

Others Present: Mayor Sally Wilson & Mallory Haynes (representing Main Street Osceola)

Dr. Shemwell, Chair, called the meeting to order and declared a quorum at 4:00 PM, July 19, 2021, at City Hall. The first order of business was to approve the meeting agenda. Keatts moved to approve, Zenanko seconded, and the motion carried unanimously. The second order of business was to approve the April 19 minutes of the Commission. Cooper moved to approve the minutes, Zenanko seconded, and the motion passed unanimously. Next, Commissioners reviewed a financial summary of the A & P Tax Fund; however, the report was over a year old because both Ray Fulmer (City of Osceola) and the City's accountant at Thomas, Speight, & Noble were on vacation on the day of the meeting as reported by Mayor Wilson. It was noted that the A & P Tax Fund currently has more than sufficient funds to consider the Main Street Osceola Back to School Splash event. Shemwell committed to contact Fulmer prior to the next meeting to seek an up-to-date financial report.

Commissioners discussed the proposal submitted by Main Street Osceola regarding the Back to School Splash event. The total budget for the event is \$5,300. MSO requests \$2,800 from the A & P Tax Fund to support the event. Requested expenses to be covered include \$300 for advertising, \$2,200 for entertainment (wrestlers) and related costs, and \$300 for fan rental. Keatts inquired as to whether the event fits within the charge of the A & P ordinance to advertise and promote Osceola. A discussion ensued without a clear consensus of agreement on this question. Zenanko expressed a concern that only \$300 had been budgeted to promote the event. Shemwell, while expressing support for the event, echoed Zenanko's concern, noting a further concern that the A & P Fund was being asked to provide the majority of the budget for the event itself. Keatts moved to recommend to the City Council support for the event in the amount of \$1,500 with the stipulation that half, \$750, be invested in advertising and promotion of the event in order to receive reimbursement. Cooper seconded, and the motion carried unanimously. Shemwell recommended that a discussion take place at a future meeting with the MSO Director and Board members regarding what is both permissible and practical under the A & P ordinance to allow MSO to be better informed and prepared in terms of future requests. Councilman Cooper agreed to report to the City Council regarding the approved motion.

In response to an inquiry by Councilman Cooper, Mayor Wilson reported that the City is waiting for the detailed list/map of wayfinding signs in order to install them. Dr. Shemwell committed to contact Tara Adams, the most recent interim director of the Osceola/South Mississippi County Chamber of Commerce, to have the list/map sent to the City so that installation of the signs can occur. There being no further business to come before the Commission, Cooper moved to adjourn, Keatts seconded, and the motion carried unanimously. Meeting adjourned.

Dr. James R. Shemwell, Chair

Carrie Carr, Secretary

CITY OF OSCEOLA
ADVERTISING & PROMOTION TAX COMMISSION
Minutes of the August 2, 2021 Meeting

Commissioners Present: Dr. James R. Shemwell, Carrie Carr, Robert Zenanko, & Harry Keatts

Commissioners Absent: Councilman Greg Baker, Councilman Gary Cooper, & Tim Redzepe

Others Present: Mayor Sally Wilson & Ray Fulmer (City of Osceola)

Dr. Shemwell, Chair, called the meeting to order and declared a quorum at 4:00 PM, August 2, 2021, at City Hall. The first order of business was to approve the meeting agenda. Keatts moved to approve, Zenanko seconded, and the motion carried unanimously. The second order of business was to approve the April 19 minutes of the Commission. Carr moved to approve the minutes, Keatts seconded, and the motion passed unanimously. Next, Commissioners reviewed a financial summary of the A & P Tax Fund. Taking into account recent expenditure approvals, the Fund has a current balance of approximately \$106,000.

Commissioners discussed the proposal submitted by the Osceola Police Department (OPD) regarding the National Night Out event. The total budget for the event is \$9,720. MSO requests \$5,000 from the A & P Tax Fund to support the event. A discussion ensued regarding expenses permissible under the A & P Tax ordinance. Shemwell expressed a concern that organizations were asking for more than advertising and promotional cost assistance to include funding operational costs of events. Shemwell suggested that future A & P Fund assistance be provided toward events only in the amount directly related to advertising and promotion of such events. Keatts proposed that \$1,700 of support be recommended to cover OPD's budgeted amounts for marketing materials and advertising. Carr moved to approve this recommendation to the City Council, Zenanko seconded, and the motion carried unanimously.

Next, the Commission heard a presentation from the City of Osceola regarding an Our Town grant submission to the National Endowment for the Arts. The requested grant amount of \$25,000 would have a required match of \$5,000 from a local non-profit, OCBA, and \$20,000 from the A & P Tax Fund, if approved. Activities to be funded include 1) relocate three of the four historical markers currently located at the Pocket Park (Poplar & Hale) to create four distinct park spaces, such as the Albert King park on Walnut south of Hale; 2) create murals, add sculpture-style features, and improve landscaping at the new park spaces; 3) turn these park spaces into tourism destinations using the newest QR (quick response barcode) technology which allows tourists to point their smart phones at murals or signs such that a story, video, music, and/or animation appears on their phones; 4) use the same digital technology to promote the Historic District's walking tour and the Cotton Highway historic marker tour; 5) use the same digital technology for a rotating art gallery at the Coston building; 6) host classes in digital technology for school students and adults; and 7) install a light ambient sound system to play music on the downtown square during the work day. The digital engineering vendor would be Cumulus Tech, a company operated by two Arkansas State University professors, who would work on-site in Osceola during the project. If successful, the grant award would be made by the National Endowment for the Arts in April 2022. A discussion ensued regarding other possible attractions that could lend themselves to the digital tour technology, such as Sans Souci Park and the Violet Cemetery. Zenanko moved to approve a recommendation to the City Council for a \$20,000 commitment toward the Our Town project, Carr seconded, and the motion carried unanimously.

There being no further business to come before the Commission, Keatts moved to adjourn, Zenanko seconded, and the motion carried unanimously. Meeting adjourned.

Dr. James R. Shemwell, Chair

Carrie Carr, Secretary



Main Street Osceola

Son Seals Stage Project

Budget Proposal

	Proposed Total Cost	APPA Grant Program	A&P	Osceola Main Street
Mural / Artwork				
Artwork	\$2,600.00	\$1,300.00	\$1,300.00	
Lucabond/Installation	\$7,500.00	\$3,750.00	\$3,750.00	
LED Signage				
Sign and Installation	\$7,400.00		\$7,400.00	
Lighting / Electrical				
LED Flood and Stage	\$2,870.00	\$1,435.00	\$1,435.00	
Painting				
Walls and Ceiling	\$3,000.00			\$3,000.00
Taxes				
Signage	\$1,490.00	\$745.00	\$745.00	
Lighting/Electrical	\$287.05	\$143.53	\$143.52	
Totals	\$25,147.05	\$7,373.53	\$14,773.52	\$3,000.00



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

QUOTATION

Client: Main St Osceola
 Attn: Kristie Hopper
 Address: 108 E Hale
 City: Osceola
 State: AR
 Zip: 72370
 Phone: 870-815-0447
 Date: November 11, 2021

Project Description:

1 – printed on or vinyl applied to 3 mil lucabond and installed on the back wall of the Son Stage-----7500.00

1ea – 3’x 20’ Lighted LED sign with Son Sills Stage lettered on it-----7400.00
 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.

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

PRICE QUOTATION GOOD FOR 30 DAYS

Price	14,900.00
Delivery/installation	included
Sub total	
Sales Tax	1,490.00
Total	16,390.00
Deposit	8,195.00
Due upon completion	8,195.00

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

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

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.

SIGNATURE

COMPANY

DATE



Hinson DISPLAY SIGNS
INCORPORATED
 310 EAST ASH STREET BLYTHEVILLE, ARKANSAS 72315
 870-763-4100

DESIGNED FOR	Main St. Osceola			DATE	10/8/2021		
PROJECT LOCATION	Osceola, AR		ARTIST	KRH	SCALE	3/8" = 1'-0"	
SALES CONSULTANT	Dale Hinson		DRAWING NUMBER	060315-C	PAGE	1	of 1
<small>This document is owned by Hinson Display Signs, Inc. By receipt hereof the holder agrees not to use the information, disclose it to any third party, nor reproduce this document without the prior written consent of Hinson Display Signs, Inc. Holder agrees to immediately return this document upon request of Hinson Display Signs, Inc.</small>				CUSTOMER ACCEPTANCE		DATE	
<small>NOTE: All dimensions shown on this drawing are nominal and may vary on the finished product due to fabricator's tolerance. Every attempt is made to match colors as closely to CM Pantone and or PANTONE matching system colors. However no color matching system can guarantee and exact match due to environmental and other characteristics that effect how color is perceived on various substrates!</small>							



Newsons Art

2606 colonial Ave.

5012462467

newsonsart@yahoo.com

INVOICE

INV0001

DATE

10/18/2021

DUE

On Receipt

BALANCE DUE

USD \$2,600.00

BILL TO

Osceola Main Street, INC

☎ +1 870-815-0447

DESCRIPTION	RATE	QTY	AMOUNT
Mural of Son Seals	\$2,600.00	1	\$2,600.00
TOTAL			\$2,600.00
BALANCE DUE			USD \$2,600.00



Godsey's Mister Fixit, llc.

870-740-8553

Osceola, Ar. 72370

11/11/2021

Main Street Osceola, Pocket Park lighting bid

Install four led high bay lights on stage area, wire into a wall controlled switch.

Install four led spot/flood lights shining down on back wall area (two) and one each shining down

On each side of stage on signs, wire into photo cell control from dusk to dawn.

Install conduit, wiring and breakers for feeds to all new lighting from breaker box.

Materials And Labor to complete job. \$2870.50

10 % taxes \$287.05

Total with taxes added \$3157.55

Thanks Michael Godsey for

Godsey's Mister Fixit, llc.

1221 East Cr. 732

Osceola, Ar. 72370

Accepted by _____ date _____





James Shemwell <jshemwell@smail.anc.edu>

A & P Tax Proposal: Son Seals Mural

James Shemwell <jshemwell@smail.anc.edu>

Wed, Nov 3, 2021 at 11:20 AM

To: Carrie Cox Carr <cvc83@hotmail.com>, gary cooper <cooper7805@sbcglobal.net>, Greg <bakerg573@gmail.com>, Robert Zenanko <rnzenanko@sbcglobal.net>, General Manager AR222 <gm.ar222@choicehotels.com>, Harry Keatts <sandbargrille@att.net>

Cc: Sally Wilson <sallylongowilson@yahoo.com>, Kristi Hopper <mainstreetosceola108@yahoo.com>, STACEY TRAVIS <staceyt@osceolalightandpower.com>, Sandra Brand <brand@osceolatimes.com>

Commissioners,

Main Street Osceola is requesting a commitment of funds from the A & P Tax fund for a 1-to-1 matching grant from the Division of Arkansas Heritage to install a permanent mural on the back of the Son Seals Stage located at 207 W. Hale (SW corner of Hale & Poplar). Attached are 1) a quote for the artwork from the artist (Newson) for \$2,600, 2) a quote for the permanent vinyl (Hinson's Signs) for \$8,250, & 3) a depiction of the artwork to appear on the mural. The total cost of the project would be \$10,850, so **the 50% match commitment from the A & P Fund would be \$5,425.**

Recommendation of this expenditure would be contingent upon receiving the Arkansas Heritage grant. The request seems to match quite well the intent of the Advertising & Promotion Tax ordinance. Considering outstanding commitments, I would estimate the current balance of the A & P Tax fund to be in excess of \$85,000, perhaps \$90,000.

In terms of considering this item, we have two choices. One, I can call a live meeting on November 15 prior to the City Council meeting to discuss in person or, two, we can take up this matter virtually by means of this email thread. If you commissioners are amenable to a virtual meeting, I call for a motion to recommend to the City Council a \$5,425 commitment in the form of a grant match to install the Son Seals mural on the back of the Son Seals Stage. If a motion is made and seconded, the vote will then be called. Please let me know your pleasure.

Thanks,
Jim



Dr. James R. Shemwell
President

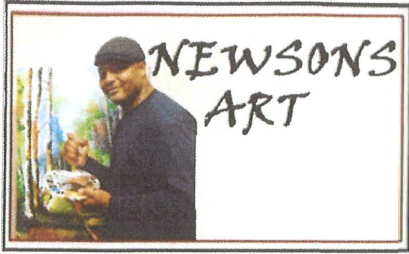
2501 S. Division St
Blytheville, Arkansas 72315
870-762-3191
www.anc.edu

3 attachments



Son Seals Mural art quote.jpg
424K

Son Seals Mural Art vinyl quote.jpg
750K



Newsons Art

2606 colonial Ave.
5012462467
newsonsart@yahoo.com

INVOICE
INV0001

DATE
10/18/2021

DUE
On Receipt

BALANCE DUE
USD \$2,600.00

BILL TO

Osceola Main Street, INC

☎ +1 870-815-0447

DESCRIPTION	RATE	QTY	AMOUNT
Mural of Son Seals	\$2,600.00	1	\$2,600.00
TOTAL			\$2,600.00
BALANCE DUE			USD \$2,600.00



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

QUOTATION

Client: Main St Osceola
 Attn: Kristie Hopper
 Address: 108 E Hale
 City: Osceola
 State: AR
 Zip: 72370
 Phone: 870-815-0447
 Date: October 18, 2021

Project Description:

1 – printed on or vinyl applied to 3 mil lucabond and installed on the back wall of the Son Stage. Either method would cost the same. Each one would last the same amount of time which should be many years since it will be out of the sun.

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.

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

PRICE QUOTATION GOOD FOR 30 DAYS

Price	6100.00
Delivery/installation	1400.00
Sub total	7500.00
Sales Tax	750.00
Total	8250.00
Deposit	4125.00
Due upon completion	4125.00

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



Newsons Art

2606 colonial Ave
5012462467
newsonsart@yahoo.com

INVOICE
INV0005

DATE
11/03/2021

DUE
On Receipt

BALANCE DUE
USD \$3,750.00

BILL TO

Osceola Main Street, INC

+1 870-815-0447

DESCRIPTION	RATE	QTY	AMOUNT
Mural of Son Seals on stage back wall with size 25ft x 10ft \$15 per square ft. With mural being 250 square ft. With additional color	\$3,750.00	1	\$3,750.00
TOTAL			\$3,750.00
BALANCE DUE			USD \$3,750.00

The Our Town Grant Funding Match Needs Explanation

- Our Town is the National Endowment for the Arts' creative placemaking* grants program. It is designed to support artistically excellent projects that integrate arts, culture, and design into strategies for strengthening communities.
- These projects require a partnership between a local government entity and at least one nonprofit organization, which must be a cultural or arts organization. Last month, we invited two non-profits to participate and one accepted.
- Cost share/matching grants range from \$25,000 to \$75,000, with a minimum cost share/match equal to the grant amount. We are going to ask for \$50,000, of which \$25,000 is our cost/share match. The non-profit, OCBA has offered to contribute \$5,000 of the match.
- We are asking the A&P Tax Commission to recommend the allocation of \$20,000 as grant match funding if we are awarded the Our Town grant.
- Our Placemaking plan: 1. Resituate three of the four historical music markers from the pocket park, thus creating four distinct park spaces (possibly Albert King, Rodney Anders park and the railroad/post office lot: 2. Create murals, add sculpture-type features and improve landscaping at the new park spaces: 3. Turn these places into tourism destinations using the newest technology: 4. Use the same technology to promote the Historic District's walking tour and the other historic markers. 5. Use the same digital technology for a rotating art gallery at the Coston building. 6. Host classes in digital technology for school students and adults. 7. Install a light ambient sound system to play music on the downtown square during the work day.
- The grant application asks for a three-year financial history of downtown arts, tourism or management activities. This will need to be provided for both A & P and the non-profit.
- It is beneficial that about eleven years ago, two of the A & P members were instrumental in the creation of the historical markers.

**Placemaking is a multi-faceted approach to the planning, design and management of public spaces.*

The Our Town Grant Funding Match Needs Explanation

- Our Town is the National Endowment for the Arts' creative placemaking* grants program. It is designed to support artistically excellent projects that integrate arts, culture, and design into strategies for strengthening communities.

- These projects require a partnership between a local government entity and at least one nonprofit organization, which must be a cultural or arts organization. Last month, we invited two non-profits to participate and one accepted.

- Cost share/matching grants range from \$25,000 to \$75,000, with a minimum cost share/match equal to the grant amount. We are going to ask for \$50,000, of which \$25,000 is our cost/share match. The non-profit, OCBA has offered to contribute \$5,000 of the match.

- We are asking the A&P Tax Commission to recommend the allocation of \$20,000 as grant match funding if we are awarded the Our Town grant.

- Our Placemaking plan: 1. Resituate three of the four historical music markers from the pocket park, thus creating four distinct park spaces (possibly Albert King, Rodney Anders park and the railroad/post office lot: 2. Create murals, add sculpture-type features and improve landscaping at the new park spaces: 3. Turn these places into tourism destinations uses the newest technology: 4. Use the same technology to promote the Historic District's walking tour and the other historic markers. 5. Use the same digital technology for a rotating art gallery at the Coston building. 6. Host classes in digital technology for school students and adults.

- With the \$50,000 Placemaking grant, we will fund: 1. Payment to Cumulus Tech to create the digital app for augmented reality (AR), and then create AR displays for each historical marker, animate each mural, and 3-4 selected "tier

3” projections that can be used for selfies. Also to include sites and other historic markers along the historic district’s walking tour. 2. Work with Cumulus on an Augmented Reality Art Gallery for the Coston building. 3. Landscape and sculptures for the park spaces. 4. Advertising materials for distribution at welcome centers, an Augmented Tour website, and some Search Engine Optimization.

- The grant application asks for a three-year financial history of downtown arts, tourism or management activities. This will need to be provided for both A & P and the non-profit.

- It is beneficial that about eleven years ago, two of the A & P members were instrumental in the creation of the historical markers.

**Placemaking is a multi-faceted approach to the planning, design and management of public spaces.*

The background of the entire page is a photograph of a vast industrial steel mill. The scene is filled with numerous large, circular coils of steel, stacked and arranged in rows. The lighting is bright, highlighting the metallic sheen of the steel. The ceiling of the facility is visible, showing a complex network of steel beams and industrial lighting fixtures. The overall atmosphere is one of a large-scale manufacturing operation.

Welcome Home US Steel

- Employ 900 people with annual salaries of \$100,000 to \$120,000.
- Produce 3 million tons of steel with two electric arc furnaces
- Make Mississippi County the largest steel producing county in the United States.
- Be the most advanced steel mill in North America when it opens in 2024.

OSCEOLA / SOUTH MISSISSIPPI COUNTY
CHAMBER OF COMMERCE
& THE CITY OF OSCEOLA