

# THE YEAR IN REVIEW

## 2016

North Little Rock  
Advertising & Promotion Commission/  
North Little Rock Convention & Visitors Bureau



### *THE MISSION STATEMENT*

“Our mission is to promote North Little Rock as a positive tourism and hospitality experience thus enhancing economic growth and quality of life for its citizens and visitors.”



## ***ABOUT THE A & P COMMISSION/NORTH LITTLE ROCK CVB***

The North Little Rock Advertising & Promotion Commission (referred to hereafter as the Commission) collects the A & P taxes and oversees the North Little Rock Convention & Visitors Bureau (referred to hereafter as the CVB). The CVB functions as the sales, promotion and marketing arm of the Commission. The CVB accomplishes its mission through personal sales, print and broadcast media advertising, brochure distribution, news releases, social media, promotions, and community outreach. Niche markets are targeted with specialized messages and actions.



## ***COMMISSION/CVB PRIMARY FUNCTIONS***

1. To make a positive difference in the economy.
2. To market the community.
3. To work as a tourism industry coordinator.
4. To represent the tourism industry.
5. To build community pride.



## ***THE PAST***

In 1965, the Arkansas Legislature adopted Act 185, which provided that any city of the first class may by ordinance of the governing body thereof, levy a tax upon the gross receipts or proceeds from lodging accommodations, restaurants and food service businesses thereby creating legislation establishing the Advertising & Promotion Commission. On June 23, 1975, the North Little Rock City Council approved Ordinance 4530, which established the Commission.



## ***THE FUTURE – 2017 MARKETING FOCUS***

The CVB will be focusing on the following areas:

1. Increasing number of out-of-town visitors with an emphasis on customer service;
2. Cultivating relationships between the CVB sales team and hotel general managers and sales managers;
3. Attracting more central Arkansas residents into North Little Rock restaurants and attractions;
4. Making hospitality-oriented decisions about allocated budget dollars;
5. Collecting A&P taxes, and
6. Strengthening communications with restaurants, hotels and attractions.



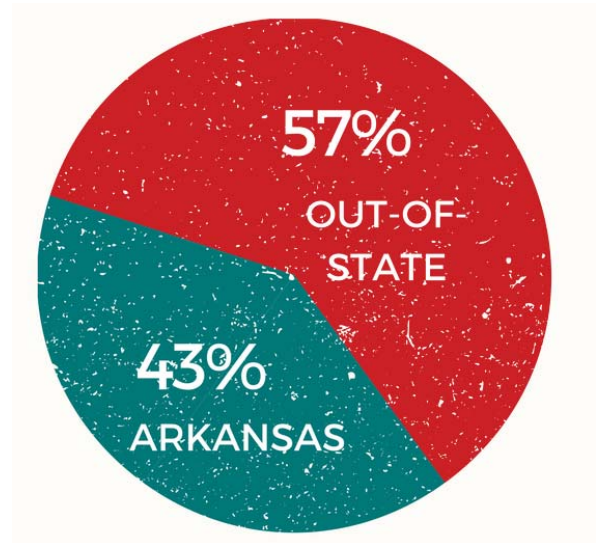
## VISITOR INFORMATION CENTER STATISTICS

The Visitors Information Center (VIC) is located in Burns Park at Exit 150 off I-40. The VIC operates every day except for Thanksgiving and Christmas. In 2016, the VIC assisted nearly 200 groups and provided promotional/informational materials to more than 18,500 people. Sporting events, motorcoach tours, conventions and meetings, reunions and leisure travel represented the groups assisted.

**2016 Total Visitors: 12,050**

### TOP STATES OF ORIGIN

01		<b>ARKANSAS</b> 5,172 VISITORS
02		<b>OKLAHOMA</b> 915 VISITORS
03		<b>LOUISIANA</b> 794 VISITORS
04		<b>TENNESSEE</b> 547 VISITORS
05		<b>TEXAS</b> 536 VISITORS



### International Travelers in the VIC in 2016:

Argentina  
Australia  
Belgium  
Canada  
China  
Czech Republic  
England  
France  
Germany  
Holland/The Netherlands  
Italy  
Israel  
Jordan  
Malaysia  
Mexico  
Romania  
Russia  
Scotland  
Spain  
Switzerland  
Zimbabwe



## ECONOMIC IMPACT SUMMARY

Economic impact figures were compiled by the Arkansas Department of Parks and Tourism's Division of Research. North Little Rock represents approximately a quarter of the total Pulaski County numbers.

TRAVEL EXPENDITURES:

**\$477,572,108.50**

⬆️ 5%

TRAVEL-GENERATED  
STATE TAX:

**\$18,196,501.50**

⬆️ 5%

TRAVEL-GENERATED PAYROLL:

**\$90,234,919.25**

⬆️ 4.9%

TRAVEL-GENERATED  
LOCAL TAX:

**\$8,164,540.75**

⬆️ 5%

TRAVEL-GENERATED  
EMPLOYMENT/JOB:

**3,448**

⬆️ 1.9%

VISITORS (PERSON TRIPS):

**1,604,485**

⬆️ 3.8%



## SPORTING EVENTS

SPORTS EVENTS:

**73**

NUMBER OF TEAMS:

**2,215**

PARTICIPANTS:

**39,735**





## A&P TAX COLLECTIONS

The 90th Arkansas General Assembly passed Act 1102 which took effect on July 22, 2015. The Act exempts individual businesses' A & P Tax records from being released under the Freedom of Information Act of 1967. In 2016, the Commission assumed the responsibility of A&P tax collections and instituted an online payment for lodging and foodservice operators. North Little Rock requires that lodging and foodservice businesses have an A & P Commission Tax Permit in order to operate. There is no charge for the permit. The number of permits changes as businesses open and close.

### LODGING

Lodging facilities collect a three percent hotel tax (two percent funds the A & P Commission and one percent funds the North Little Rock Parks & Recreation Department). The thirty-seven lodging properties (hotels, motels, RV Parks & campgrounds, Bed n' Breakfasts, etc.) that collect the three percent lodging tax reflects more than 2,500 sleeping rooms. The three RV parks/campgrounds started remitting the city's lodging tax in July 2016.

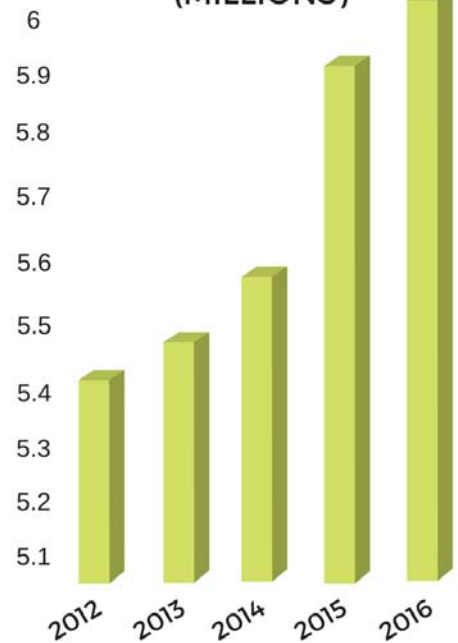
### FOODSERVICE

A three percent A & P tax is collected on all prepared food by almost 400 North Little Rock restaurants and foodservice businesses. The A & P Commission collected \$6,100,028 in foodservice taxes in 2016. Most of the foodservice tax funds the North Little Rock Parks & Recreation Department.

LODGING TAXES (THOUSANDS)



FOODSERVICE TAXES (MILLIONS)





## DOWNTOWN RIVERSIDE RV PARK

Year	2016	2015	2014	2013	2012	2011
RVs	5,458	4,962	4,701	4,154	3,648	3,293
Days of Occupancy	14,737	13,372	13,290	11,966	10,234	9,128
Average Length of Stay (Days)	2.7	3.24	2.83	2.88	2.80	2
RV Rallies	9	8	14	5	8	9
Generated Revenue (sales tax included)	\$287,470	\$295,383	\$269,371	\$233,287	\$205,552	\$169,355
Economic Impact *	\$2,067,896	\$1,872,570	\$1,864,853	\$1,679,069	\$1,436,035	\$1,280,841

\*Based on \$140.32 per day multiplied by the number of days of occupancy



## ARKANSAS INLAND MARITIME MUSEUM (AIMM)

Year	2016		2015		2014	
	Individuals	(Groups)	Individuals	(Groups)	Individuals	(Groups)
Total Attendance	22,150		21,161		21,664	
Individuals	15,274		14,650		15,072	
School Groups*	1,408	(45)	3,086	(182)	3,601	(117)
Groups	2,458	(82)	N/A		342	(24)
Birthdays	135	(10)	124	(8)	N/A	
Overnights	598	(30)	708	(38)	604	(29)
Special Events/Meetings	1,948	(20)	3,023	(27)	1,295	(36)
Submarine Reunions	329	(6)	124	(5)	750	(5)
Revenue	\$422,537		\$352,807		\$310,000	

\*Incomplete school group numbers for 2016

- Visitors came from all 50 states and 81 countries
- Estimated Economic Impact: \$1,050,796
- Staff attended 146 meetings/speaking engagements
- Total Volunteer Hours: 7,182

On December 7, 2016, AIMM and the Arkansas Secretary of State's office hosted "Arkansas Remembers Pearl Harbor" to honor the 75th anniversary of the attack on Pearl Harbor. National Historic Landmark USS Hoga, officially welcomed to the museum in 2015, was present in Pearl Harbor during the attack and fought fires for 72 continuous hours. Two Pearl Harbor survivors were honored and Governor Asa Hutchinson was the keynote speaker. Total attendance was approximately 1,200 people.

## **2016 NORTH LITTLE ROCK A & P COMMISSION**

Mayor Joe A. Smith, City of North Little Rock  
Manoj Patel, Hampton Inn (McCain), Chairman  
Tom Roy, Wyndham Riverfront, Vice Chairman  
Melanie Hoggard, Moe's Southwest Grill, Secretary - Treasurer  
Rob Best, Simply the Best Catering, Commissioner  
Alderman Charlie Hight, North Little Rock City Council - Ward 4  
Alderman Maurice Taylor, North Little Rock City Council - Ward 2

## **2016 NORTH LITTLE ROCK CVB STAFF**

Bob Major, Executive Director  
Karen Trevino, CTIS, CCTP, Assistant Director  
Scott Sudduth, Sales & Marketing Director  
Sheila Bullerwell, RV Park Manager  
Shannon Harris, TMP, North Little Rock Sports Bureau Manager  
Robin Powell, Special Projects Manager  
Stephanie Slagle, Communications Manager  
Summer Toyne, Creative Services Manager  
Hank Godwin, VIC Manager (part-time)  
Brenda Tate, VIC Manager (part-time)  
William Jackson, VIC Support (part-time)

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