

# THE YEAR IN REVIEW 2015

*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.”



## ***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 North Little Rock Advertising & Promotion Commission (referred to hereafter as the Commission). The North Little Rock Convention & Visitors Bureau (referred to hereafter as the CVB) is overseen by the Commission. The CVB functions as the sales and marketing arm of the Commission.



## ***THE PRESENT***

The Commission/CVB is funded by a two percent tax on lodging and a portion of the three percent restaurant tax. An additional one percent lodging tax and the majority of the three percent restaurant tax is utilized by the North Little Rock Parks & Recreation Department for the operation and capital improvements of its facilities and programs.



## ***THE FUTURE – 2016 MARKETING FOCUS***

The CVB will be focusing on the following areas:

1. Increasing number of visitors with and 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. Assuming responsibility for A&P tax collections, and
6. Strengthening communications with restaurants, hotels and attractions.



## ***GOALS AND OBJECTIVES***

The Commission has five 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

# VISITOR INFORMATION CENTER STATISTICS

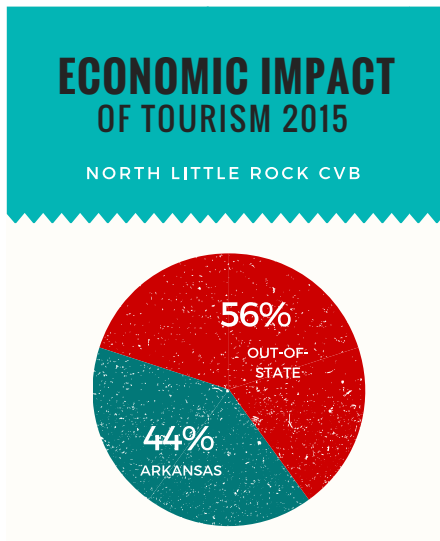
The Visitors Information Center (VIC) is located in Burns Park at Exit 150 off I-40. The VIC operates every day except for Thanksgiving and Christmas. In 2015, the VIC assisted visitors from all 50 states and 19 countries.

The following is a list of the countries represented by those who stopped by the VIC in 2015:

- |             |             |             |
|-------------|-------------|-------------|
| Australia   | Germany     | New Zealand |
| Austria     | Honduras    | Romania     |
| Canada      | Italy       | Scotland    |
| Chile       | Israel      | Spain       |
| El Salvador | Japan       | Switzerland |
| England     | Mexico      |             |
| France      | Netherlands |             |



**2015 Total Visitors: 12,261**



## ECONOMIC IMPACT SUMMARY

2015 IMPACT OF TRAVEL*	NORTH LITTLE ROCK	PULASKI COUNTY
Travel Expenditures	\$454,621,233.50	\$1,818,484,934.00
Travel-generated Payroll	\$86,009,586.75	\$344,038,347.00
Travel-generated Employment/Jobs	3,384.50	13,538
Travel-generated State Tax	\$17,328,586.75	\$69,314,347.00
Travel-generated Local Tax	\$7,773,231.50	\$31,092,926.00
Visitors (person trips)	1,545,567.50	6,182,270

\*Note: 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.



## A&P TAX COLLECTIONS

In 2015 the 90th Arkansas General Assembly passed ACT 1102 which took effect on July 22, 2015. The ACT exempts individual businesses A & P Tax Collection records from being released under the Freedom of Information ACT of 1967.



## LODGING

Lodging facilities with 40 rooms or more collect three percent hotel tax (two percent funds the A & P Commission and one percent funds the North Little Rock Parks & Recreation Department). Those hotels collecting three percent on lodging reflect almost 2,500 sleeping rooms. There are other lodging facilities in the city with less than 40 rooms that only collect a one percent hotel tax that funds the North Little Rock Parks & Recreation Department. The three RV parks/campgrounds do not collect the city's lodging tax but do collect the state's two percent tourism tax with other lodging properties in the city.

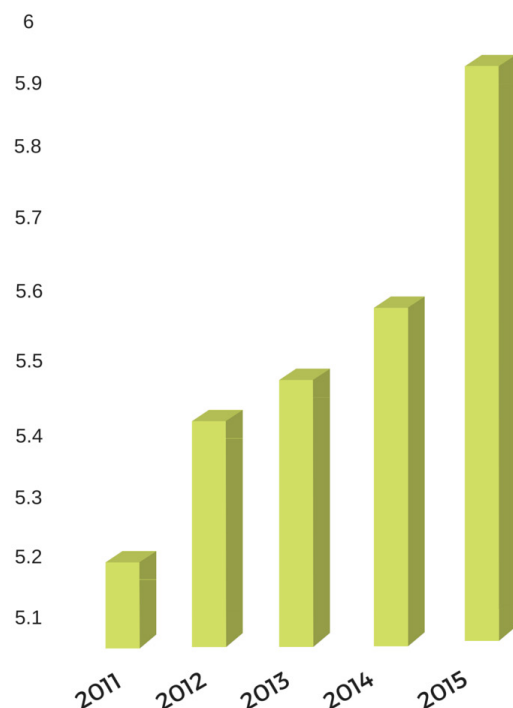
Hotel Tax Collections	2015	2014	2013	2012
2%	\$606,738.75	\$621,839	\$572,411	\$557,288
1%	\$301,479.46	\$315,494	\$290,123	\$284,470
Total Collections	\$914,218.21	\$928,333	\$862,534	\$841,758



## FOODSERVICE

A three percent A & P tax is collected on all prepared food by more than 300 North Little Rock restaurants and foodservice businesses. The increase seen in 2015 collection totals can be attributed to the opening of 22 new restaurants, the welcoming of food trucks city-wide and the growing awareness of North Little Rock Restaurant Month. Most of the foodservice tax funds the NLR Parks & Recreation Department.

FOODSERVICE TAXES (MILLIONS)





## DOWNTOWN RIVERSIDE RV PARK INFORMATION

Year	2015	2014	2013	2012	2011	2010
RVs	4,962	4,701	4,154	3,648	3,293	2,878
Days of Occupancy	13,372	13,290	11,966	10,234	9,128	8,238
Average Length of Stay (Days)	3.24	2.83	2.88	2.80	2	2.86
RV Rallies	8	14	5	8	9	1
Generated Revenue (sales tax included)	\$295,383.42	\$269,370.98	\$233,287.07	\$205,551.50	\$169,355	\$147,150.61
Economic Impact *	\$1,872,570.40	\$1,864,853	\$1,679,069	\$1,436,034.88	\$1,280,841	\$1,155,956

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



## ARKANSAS INLAND MARITIME MUSEUM

Year	2015		2014		2013
	Individuals	(Groups)	Individuals	(Groups)	
Total Attendance†	21,161		21,664		15,586
Individuals*	14,650		15,072		N/A
School Groups*	3,086	(182)	3,601	(117)	(171)
Groups*	N/A		342	(24)	(90)
Birthdays*	124	(8)	N/A		N/A
Overnights*	708	(38)	604	(29)	(47)
Special Events/Meetings*	3,023	(27)	1,295	(36)	N/A
Submarine Reunions*	124	(5)	750	(5)	N/A
Revenue	\$352,807		\$310,000		\$307,012

\*Note: There has been a change in reporting practices beginning with 2014.

† The museum was closed for four weeks in 2015 due to flooding on the Arkansas River.

*Lost Business: four overnights stays, two birthday parties, 14 school groups and 3,000 visitors.*

- Visitors came from all 50 states and 83 countries
- Estimated Economic Impact: \$1,003,800.00
- Staff attended 177 meetings/speaking engagements
- Total Volunteer Hours: 7,732

The National Historic Landmark USS *Hoga* (YT-146) was officially welcomed to the museum on December 7, 2015, by more than 600 people. AIMM is now one of only two places in the world to have two navel vessels bookending World War II: *Hoga* and USS *Razorback* (SS-394).

## **2015 ADVERTISING & PROMOTION COMMISSION**

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

## **2015 NORTH LITTLE ROCK VISITORS BUREAU STAFF**

Bob Major, Executive Director  
Sheila Bullerwell, RV Park Manager  
Amanda Clause, VIC Consultant  
Shannon Harris, TMP, Sports & Special Projects Coordinator  
Derrell Hartwick, Group Marketing Consultant  
Robin Powell, Special Projects Coordinator  
Stephanie Slagle, Public Relations Representative  
Summer Toyne, Marketing & Development Coordinator  
Karen Trevino, CTIS, CCTP, Administrative Manager  
William Jackson, VIC Consultant (part-time)  
Hank Godwin, VIC Consultant (part-time)

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