

THE YEAR IN REVIEW 2014

*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 – 2015 MARKETING FOCUS

The CVB will be focusing on the following areas:

1. Sales and marketing by all employees, with emphasis on “customer service;
2. Scheduled meetings with hotel general managers and sales managers by the CVB sales team;
3. Efforts to attract more residents into North Little Rock restaurants and attractions;
4. “Hospitality-oriented decisions” on spending allocated budget dollars;
5. Thinking and acting proactively to market the city with a “think ahead and you will get ahead” mindset;
6. Improving sales tax collections, and
7. 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



ECONOMIC IMPACT SUMMARY

2014 IMPACT OF TRAVEL*	NORTH LITTLE ROCK	PULASKI COUNTY
Travel Expenditures	\$419,200,988.00	\$1,676,803,951.00
Travel-generated Payroll	\$79,416,021.00	\$317,664,084.00
Travel-generated Employment/Jobs	3,244	12,978
Travel-generated State Tax	\$15,970,935.00	\$63,883,740.00
Travel-generated Local Tax	\$7,146,578.00	\$28,586,310.00
Visitors (person trips)	1,426,463	5,705,853

*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.



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 2014, the VIC assisted visitors from all 50 states and 22 countries.

The following is a list of the countries and territories represented by those who stopped by the VIC in 2014:

Argentina	Finland	Mexico
Australia	France	New Zealand
Belgium	Germany	Netherlands
Bermuda	Iran	Spain
Canada	Ireland	Sweden
Costa Rica	Italy	Switzerland
El Salvador	Japan	
England	Malaysia	

2014 Total Visitors: 15,0933

Top States of Origin	Visitors
Arkansas	6,981
Oklahoma	1,079
Louisiana	997
Texas	679
Tennessee	588


LODGING

Lodging facilities with 35 rooms or more collect three percent hotel tax (two percent funds the Commission and one percent funds the North Little Rock Parks & Recreation Department). Those hotels collecting three percent on lodging reflect almost 2,400 sleeping rooms. There are other lodging facilities in the city (including one bed and breakfast) with less than 40 rooms that only collect a one percent hotel tax that funds the North Little Rock Parks & Recreation Department. The four 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	2014	2013	2012	2011
2%	\$621,839	\$572,411	\$557,288	\$526,993
1%	\$315,494	\$290,123	\$284,470	\$268,204
Total Collections	\$928,333	\$862,534	\$841,758	\$795,197

TOP FIVE HOTELS (in order of highest tax collections)

2014	2013	2012
Wyndham Riverfront	Wyndham Riverfront	Wyndham Riverfront
Hilton Garden Inn	Hilton Garden Inn	Hilton Garden Inn
Courtyard Marriott	Residence Inn	Residence Inn
Residence Inn	Fairfield Inn	Fairfield Inn
Holiday Inn Express	Holiday Inn Express	Holiday Inn Express


FOODSERVICE

A three percent A & P tax is collected on all prepared food by more than 300 North Little Rock restaurants and foodservice businesses. Restaurant tax collections have increased by nearly \$400,000 in four years, as seen below:

2014	2013	2012	2011
\$5,610,543	\$5,530,597	\$5,451,287	\$5,207,990

TOP FIVE RESTAURANTS (in order of highest tax collections)

2014	2013	2012
Golden Corral	Golden Corral	Golden Corral
Red Lobster	Wyndham Riverfront (Restaurant/Catering)	Red Lobster
Chick-Fil-A (E. McCain Blvd.)	Red Lobster	Wyndham Riverfront (Restaurant/Catering)
Olive Garden	Olive Garden	Olive Garden
Cracker Barrel	Cracker Barrel	Cracker Barrel



DOWNTOWN RIVERSIDE RV PARK INFORMATION

Year	2014	2013	2012	2011	2010	2009
Visitors	26,580	23,932	20,468	18,256	16,476	11,282
RVs	4,701	4,154	3,648	3,293	2,878	1,689
Days of Occupancy	13,290	11,966	10,234	9,128	8,238	5,574
Average Length of Stay (Days)	2.83	2.88	2.80	2	2.86	3.30
RV Rallies	14	5	8	9	1	4
Generated Revenue (sales tax included)	\$269,370.98	\$233,287.07	\$205,551.50	\$169,355	\$147,150.61	\$114,888
Economic Impact *	\$1,864,853	\$1,679,069	\$1,436,034.88	\$1,280,841	\$1,155,956	\$782,144

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



ARKANSAS INLAND MARITIME MUSEUM

Year	2014		2013	2012
	Individuals (Groups)			
Total Attendance	21,664		15,586	15,419
Individuals*	15,072		N/A	N/A
School Groups*	3,601	(117)	(171)	(173)
Groups*	342	(24)	(90)	(89)
Overnights*	604	(29)	(47)	(45)
Special Events/Meetings*	1,295	(36)	N/A	N/A
Submarine Reunions*	750	(5)	N/A	N/A
Revenue	\$310,000		\$307,012	\$304,018

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

- Visitors came from all 50 states and 82 countries
- Estimated Economic Impact: \$1,003,800.00
- Staff attended 53 meetings/speaking engagements
- Total Volunteer Hours: 4,525

2014 ADVERTISING & PROMOTION COMMISSION

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

2014 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)
Karen Lafferty, Sales Consultant (part-time)

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