

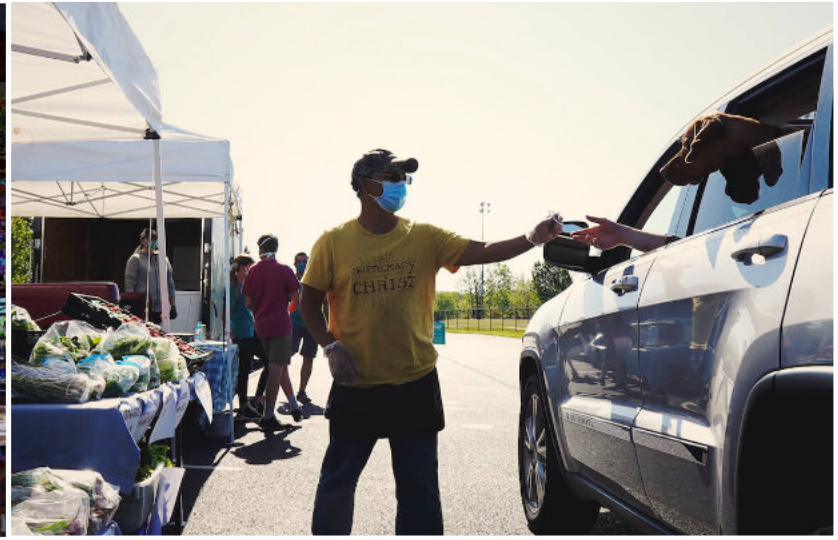


2020

ANNUAL

ONE COMMUNITY:
TOGETHER AT HOME

REPORT



**Downtown
Bentonville
Inc**



TABLE OF CONTENTS

- About DBI 3**
- Our Mission 4**
- Letter From Our Executive Director 5**
- Farmers Market..... 6**
- Shop the Block..... 10**
- Neighborhood Concert Series..... 11**
- DWTN Media..... 14**
- Art on the Square..... 15**
- Community Support..... 16**
- Sponsors & Contributors..... 17**
- 2020 Staff & Board of Directors..... 18**



DOWNTOWN BENTONVILLE

INCORPORATED

A nonprofit that builds and promotes a welcoming and lively downtown through experiences, education, and storytelling.

Our team works to expertly execute events that make all community members feel welcome, amplify the voices of residents of all backgrounds, and further enhance downtown Bentonville's economic and cultural vibrancy.



REVENUE

2019 | 2020

CONTRACTS & GRANTS

\$298,333 | \$275,000

SPONSORSHIPS

\$204,250 | \$97,550

EARNED REVENUE

\$142,500 | \$80,629

INDIVIDUAL GIVING

\$6,800 | \$7,500

EXPENSE

2019 | 2020

COMMUNICATIONS

\$59,405 | \$75,275

OPERATIONS

\$122,177 | \$131,679

PAYROLL

\$347,846 | \$280,150

EVENT PRODUCTION

\$148,584 | \$63,510

PAID TO MUSICIANS

\$37,500 | \$14,000

OUR FOCUS

In 2020, Downtown Bentonville Inc.'s three-pronged mission - execute large-scale community events, support downtown investments, and amplify all voices in the community - guided our team as we identified ways to support the community during the COVID-19 pandemic.

Our priority was the public health and safety of downtown residents, employees, and visitors. Our efforts centered on keeping the downtown community safe, informed, and connected.

WHERE IS DOWNTOWN BENTONVILLE?

Downtown Bentonville measures approximately 1.5 square miles and is a vibrant showcase of culinary offerings, retail shops, public art, city government buildings, newly constructed condos, trails, playgrounds, and green spaces.

Downtown Bentonville is one of Arkansas' most popular tourism destinations.

SOCIAL MEDIA

FOLLOWERS

FACEBOOK

31,632

INSTAGRAM

19,300

LINKEDIN

2,968

TWITTER

6,321

FACEBOOK & INSTAGRAM
ACCOUNTS GARNERED 6+ MILLION
IMPRESSIONS IN 2020.

2019 VS 2020

FACEBOOK ENGAGEMENT

↑ **57.1%**

OUR AUDIENCE

↑ **29.6%**

A NOTE FROM OUR EXECUTIVE DIRECTOR

Our usually vibrant, bustling downtown grew unusually quiet in 2020. Along with the annual return of spring sunshine and flowers, the COVID-19 pandemic struck our city as it swept across the globe. Throughout downtown Bentonville, workers stayed home, yellow caution tape closed city parks, restaurants limited service, coffee shops created external pick-up counters, and our store owners carried purchases to customers waiting in cars. No community events drew lively crowds to our downtown streets, no school children played during recess, and no families strolled around the square with a Spark Cafe ice cream cone in hand.

While each of us made an effort to stay separate in 2020, in doing so, we bonded even more so as a community.

We dropped off groceries for elderly residents. We spent a little extra time reaching out to family and friends. We connected online, drew pictures, shared stories, encouraged, and donated. Through it all, though very different than years past, music continued to play, artists found inspiration, and our community stayed together as one - together at home. When everyday life abruptly stopped and the world changed, our sense of community remained constant. Over the last twelve months, Downtown Bentonville Inc. discovered why so many people want to work, play, and live in our city.

Our downtown community's foundation is rooted in the basics - we remain a city that embraces connection, inclusion and equity, arts and culture, and positivity through tough times..



BENTONVILLE

FARMERS MARKET

MOBILE PICK-UP

In 2018, Downtown Bentonville Inc. launched the Farmers Market Mobile Pick-Up app.

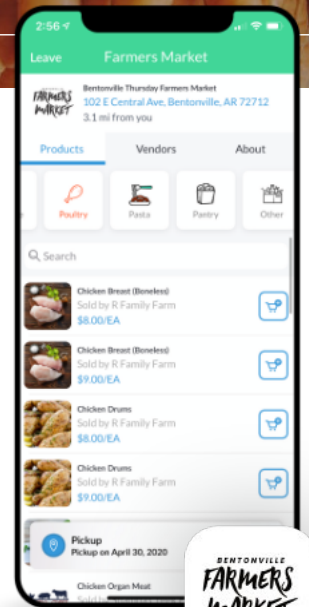
Thankful to have the existing infrastructure in place before the pandemic affected Northwest Arkansas, our team quickly pivoted to expand and promote this service as a food source alternative when the pandemic limited grocery access and left many without a local food source.

In 2020, we observed shopping via the Farmers Market Mobile Pick-Up app skyrocket in March and April. Before the pandemic, our average weekly order count was 15. Seemingly overnight, orders jumped to 72 and then up to 132.

App purchases increased from \$2,896 in February to \$29,150 in April.

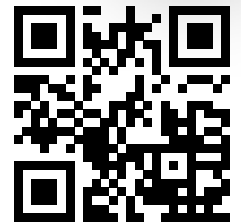
Sensing demand for fresh produce between May and October, Downtown Bentonville Inc. added Saturday as an additional day to shop the farmers market virtually through the Farmers Market Mobile Pick-Up app. The temporary expansion generated an additional \$86,043 in market sales across both days during those months.

The app continued to operate in November and December with an average of 75 weekly orders.



TOTAL MOBILE PICK-UP MARKET SALES

🇸 \$ **162,696**





BENTONVILLE

FARMERS MARKET

DRIVE-THRU MARKET

The COVID-19 pandemic forced our community to pivot, and the Bentonville Farmers Market was no different. State guidelines from the Health Department deemed farmers markets essential but placed heavy restrictions on event setup and participation. Because of these restrictions, Downtown Bentonville Inc. discerned the most feasible and economical option was to open a Drive-Thru Farmers Market.

Our team identified the soccer fields at Memorial Park as an ideal space that is centrally located for the entire community to access the market. Vendors set up tents ten feet apart in a straight line, and during the drive-thru market, cars drove up to each tent in a single file line to order from vendors. Each week, vendors were rotated to different spaces in line to keep the market fair and equitable.

A second drive-thru line was created for Farmers Market Mobile Pick-Up app customers to pick up orders.

The Bentonville Drive-Thru Farmers Market was launched on May 2, 2020, and ran every Saturday through July 4, 2020.

**AVERAGE CARS
PER SATURDAY** **375**

**AVERAGE SALES
PER SATURDAY** **\$** **\$13K**

The success of the drive-thru market exemplified the Bentonville community's dedication to our farmers and local makers. While many customers wished for the farmers market to return to Bentonville Square, the drive-thru market stood as a solid placeholder until a downtown market was safely possible.



BENTONVILLE

FARMERS MARKET ON THE SQUARE

When state requirements for farmers markets became less stringent, Downtown Bentonville Inc. pivoted from a drive- thru model back to a traditional model located on the Bentonville Square. Vendor participation nearly doubled, and sales jumped from \$13,038 (final drive-thru market) to \$28,502 (first downtown market).

However, the pandemic was still far from over.

The Bentonville Farmers Market communicated the following guidelines throughout the standard walk-up market:

- Mask were required for all vendors and shoppers
- Vendors tents were 10ft apart
- Customers were encouraged to keep at least 6ft apart from other shoppers
- Designated entrances and exists
- No organized music or activities that might draw a crowd
- Hand sanitizer was present at the entrances

Downtown Bentonville Inc. hired SafeHaven Security to monitor market entrances, pass out masks, and enforce the mask policy COVID guidelines. Because of social distancing requirements, our 2020 market operated with 30-40% fewer vendors than in 2019. Despite fewer vendors, the 2020 market experienced eleven weeks of sales higher than the same weeks in 2019.

**TOTAL SATURDAY
MARKET
SALES**

2019

\$834,676

2020

\$629,520



SPONSORED BY



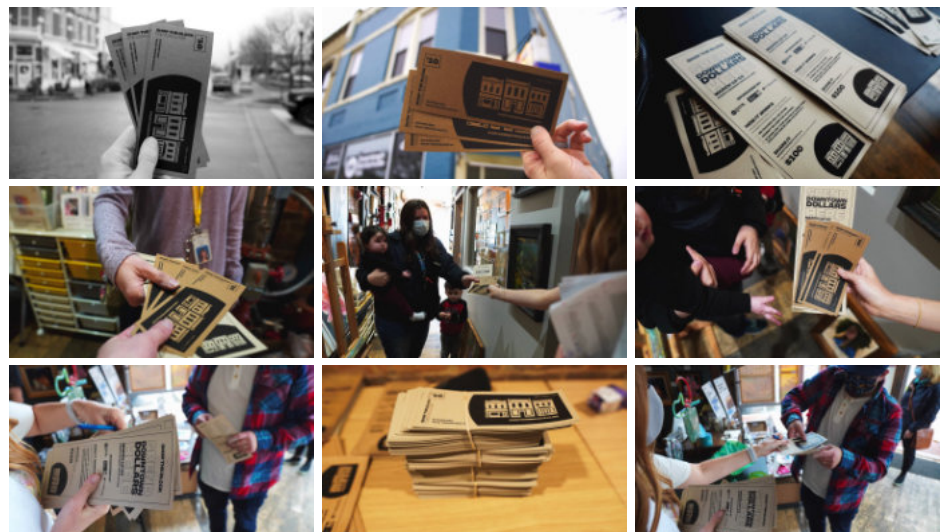
SHOP THE BLOCK

Downtown Bentonville Inc.'s Shop the Block promotion distributed nearly \$10,000 to participating Downtown Bentonville shops, restaurants, and businesses in November 2020.



The Shop the Block promotion was created by Downtown Bentonville Inc. to stimulate shopping and dining at locally-owned businesses affected by a full year of COVID-19 restrictions and shutdowns.

Thanks to generous sponsors, The Walmart Museum and First Security Bank, registered participants received \$30 Downtown Dollars to spend like cash at participating businesses and restaurants during the promotion weekend.





THE NEIGHBORHOOD CONCERT SERIES

Offering the music and culture of downtown Bentonville to neighborhoods across the city, Downtown Bentonville Inc. partnered with City Sessions to develop a Neighborhood Concert Series to help bridge the gap for musicians and our community during the COVID-19 shutdowns.

9 COMMUNITIES

18 MUSICIANS

1K PARTICIPANTS

**We raised
nearly \$10K for
local musicians!**

EACH ARTIST ALSO RECEIVED


 A multi-angle video of performances.

 50+ professional images to use for future promotion.

It was very well received.
TOP POSTS

Downtown Bentonville Inc.
 Mon 8/17/2020 4:04 pm CDT


The first concert in our Neighborhood Concert Series was a success! Thanks to our partner City Sessions and event



Video Views	2,580
Impressions	5,590
Reach	4,924
Engagements	452
Engagement Rate (per Impressi...	8.1%

Downtown Bentonville Inc.
 Fri 8/28/2020 6:36 pm CDT


The Neighborhood Concert Series continues on Friday, August 28th. If a concert doesn't pop up in your



Video Views	3,835
Impressions	5,409
Reach	4,980
Engagements	3,716
Engagement Rate (per Impressi...	68.7%

Downtown Bentonville Inc.
 Fri 8/14/2020 6:31 pm CDT

The Neighborhood Concert Series kicks off on Friday, August 14th! If a concert doesn't pop up in your neighborhood, you can



Video Views	2,456
Impressions	5,739
Reach	5,253
Engagements	1,511
Engagement Rate (per Impressi...	26.3%

PARTNER



SERIES SPONSORS



CONCERT SPONSORS





**THE
NEIGHBORHOOD
CONCERT
SERIES**





IN MAY 2020, DBI LAUNCHED DWTN MEDIA, A DIGITAL STORYTELLING PLATFORM.

MISSION/PURPOSE

DWTN serves Bentonville with community-supported and community-driven media.

VISION

We believe that storytelling can be used as a force for good to spark curiosity, cultivate understanding, and build bridges across differences.

COMMUNITY IMPACT

VIDEO VIEWS UP 489%



500K

MOSTLY IN THE 2ND HALF OF 2020.

AVERAGE IMPRESSIONS



20-40K

IN THE 2ND HALF OF 2020.



LOCAL TOPICS

SPOTLIGHT ON DIVERSE VOICES IN OUR COMMUNITY

ACTS OF KINDNESS IN OUR COMMUNITY

SMALL BUSINESS SUPPORT AND PIVOTS DURING COVID-19

MOUNTAIN BIKING & RECREATION

LOCAL ART, MUSIC & CULINARY

ART ON THE SQUARE

In 2020, Downtown Bentonville Inc. along with local artist, Matt Coburn, created Art on the Square. Using existing DBI space, this new art gallery features fifteen local artists as a collective. Not only did this help subsidize our rent obligation during COVID-19, but it allowed our organization to fully support the local artistic community during the pandemic.



Images by Kingsley David Photography



COMMUNITY SUPPORT

OUR RESPONSE TO COVID-19

LIVE INTERVIEWS WITH BENTONVILLE SCHOOLS SUPERINTENDENT AND LOCAL HEALTH PROFESSIONALS

Noticing questions from the community regarding COVID-19, DWTN Media launched a series of live interviews with Dr. Stephen Goss (Mercy Hospital), Dr. Joel Fankhauser (NWA Physician), and Dr. Debbie Jones (Bentonville Schools Superintendent). Interviews garnered tens of thousands of views online and on social media.

LAUNCHED SMALL BUSINESS GROUP

Downtown Bentonville Inc. created a private Facebook group for all downtown businesses and organizations to relay important information and encouragement during the pandemic.

SOCIAL MEDIA CONTESTS

Our team launched a series of social media contests geared towards adults and children quarantined at home. From downtown-themed printable coloring sheets to photo contents, we worked to engage a community reacting to the emerging COVID-19 pandemic. Local gift cards were awarded to contests winners. DBI purchased the gift cards from downtown restaurants and retailers, which provided businesses with additional cash during the initial shutdown in Spring 2020.

BILLBOARDS

We run ads 24/7 at two primary locations in the city. One at Airport Rd. & I Street. The other rotates between the three boards at Walton & 14th and the board at 14th and 8th Street.



**BENTONVILLE...
WE GOT THIS.**
downtownbentonville.org/covid19

ADDITIONAL COMMUNITY SUPPORT

CAN'T STOP THE MUSIC CONCERT SERIES

JUNETEENTH PICNIC

NWA MALAYALEE ASSOCIATION COLORING CONTEST

2020 CONTRIBUTORS & SPONSORS

\$90K+

Walmart 

WALTON FAMILY
FOUNDATION



\$10-30K



\$5K - \$7K

COLDWELL BANKER HARRIS
MCHANEY & FAUCETTE

CROSSLAND CONSTRUCTION

CRYSTAL BRIDGES

MCLARTY DANIEL
AUTOMOTIVE

PIG TRAIL HARLEY-DAVIDSON

\$3 - \$4K

ARVEST BANK

FIRST SECURITY BANK

NWA LAND TRUST

PET IQ

\$2K - \$2.5K

COLLIER & ASSOCIATES

DEEP ROOTS HEALTH CENTER

FNB OF NWA

GUESS WHO?

LIVE, LOVE, EVENTS

SIGNATURE BANK

\$1K

ALL PETS ANIMAL HOSPITAL

ARBOR VITAE CHIROPRACTIC

COWBOY CATERING COMPANY

DR. BROWN ORTHODONTICS

LAWCO ENERGY

SGA DESIGN GROUP

SOCO CHURCH

T-MOBILE

THE LITTLE GYM

WHEELHOUSE REAL ESTATE MGMT

Nearly 70% of Downtown Bentonville Inc.'s annual
operating budget comes from corporate sponsorships.
We appreciate these companies for their support.

BOARD OF DIRECTORS

EXECUTIVE COMMITTEE

KIRK GOBER | PRESIDENT

VP Northwest Arkansas, The Dave Grundfest Co.

JAKE NEWELL | VICE PRESIDENT

Owner, Newell Development

CHARLES RATELIFF | TREASURER

President, Winfield Group

KATIE HOWE | SECRETARY

Director of Municipal Affairs, Runway Group

BOARD MEMBERS

BETH BOBBITT

Director of Public Affairs, Crystal Bridges

CRAIG SOOS

Rule 10 LLC

KELLY CARLSON

VP Commercial Banker, Arvest

LEE CULPEPPER

Vice President of Public Affairs, Walmart

LISA JONES

Owner, Elysian Boutique

MICHELLE DEARING

Owner, Engel & Völkers

RAFAEL RIOS

Owner, Yeyo's NWA

STAFF

ANDREW HEATH
EXECUTIVE DIRECTOR



STEPHANIE MARPE
FARMERS MARKET MANAGER



TRACIE KIVISTO
EVENT MANAGER



BRAD STALLCUP
CREATIVE MANAGER



DANA SCHLAGENHAFT
DWTN MEDIA PRODUCER





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**Downtown
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Inc**