BALLOT QUESTION COMMITTEE (BQC)* STATEMENT OF ORGANIZATION

To be filed with:
Arkansas Ethics Commission
Post Office Box 1917
Little Rock, AR 72203
Phone (501) 324-9600
Fay (501) 324-9606

(Arkansas Ethics Commission File Stamp)

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Fax (501) 324-9606				בי בי	REPUBLICATION OF THE PROPERTY
☐ Check if this is an amendment to a previously	filed statemen	t of organization	on	FEB	2 2 2022
Section One: BQC Name				ARKAN CON Y	SAS ETHICS IMISSION
Name of BQC (in full): Arkansas Tourism Alliand	e				
Section Two: BQC Address & Phone Number If BQC has no office address, use the address of	the BQC office	er authorized to	o receive no	tices on bel	nalf of the BQC.
Address: 1307 West 4th Street					
City: Little RockState	AR Zip 7	72201 Tele	phone Num	ber <u>501-</u> 9	54-8000
Section Three: BQC Officers and Directors Provide the name, title, address, and telephone n	umber of the t	reasurer and o			
Name: Dustin McDaniel			Title:	Treasurer/D	Director
Address: 1307 W. 4th Street	City:	Little Rock	State:	AR Zip	72201
Telephone Number: 501-954-8000					
Name: David Couch			Title:	Director	water the second
Address: 1501 N. University Ave., Ste 219	City:	Little Rock	State:	AR Zip	72207
Telephone Number: 501-661-1300					
Name:			Title:		
Address:	City:		State:	Zip:	
Telephone Number:					
Name:			Title:		
Address:	City:		State:	Zip:	
Telephone Number:					

^{*} The term "ballot question committee" is defined in Ark. Code Ann. § 7-9-402(2)(A) and (B) and § 600(c)(1) and (2) of the Ethics Commission's Rules on Ballot and Legislative Question Committees.

Provide the name and address of each financia value.	al institution in which the BQC	deposits money o	r anythin	g else of monetary
Name of Financial Institution: Centennial Bank	K			
Address: 305 E. Broadway Street	City:_ Little Rock	State:_AR	Zip:	72114
Name of Financial Institution:				
Address:	City:	State:	Zip:	
Section Five: Members Provide the name of each person who is a mer name without also listing its own members, if a		on that is not an i	ndividual	may be listed by its
Dustin McDaniel				
David Couch				
Section Six: Brief Statement Provide a brief statement identifying the substa	nce of each ballot question as	to which the BQC	C will exp	ressly advocate the
qualification, disqualification, passage, or defeat vote at an election.				
Arkansas Tourism Alliance advocates for the	defeat of "A Constitutional Ame	endement to Rep	eal the A	uthorization for
Casino Gaming in Pope County, Arkansas" file	ed by Fair Play for Arkansas - 2	2022 on February	7, 2022	
7-71-2022		11.1.	The	1.
2-21-2022 Date		Signa	ature of B	Officer

BALLOT QUESTION COMMITTEE ("BQC") FINANCIAL REPORT OF PERSON MEETING THE DEFINITION OF BQC SET FORTH IN § 7-9-402(2)(A)*

To be filed with: (Arkansas Ethics Commission File Stamp) Arkansas Ethics Commission Post Office Box 1917 Little Rock, AR 72203 Phone (501) 324-9600 Fax (501) 324-9606 JUN 15 2022 Check if this report is an amendment to a previously filed report ARKANSAS ETHICS 1. NAME OF COMMITTEE (IN FULL) COMMISSION Arkansas Tourism Alliance 2. TYPE OF REPORT **ADDRESS** Monthly Report (due 15 days after end of month) 1307 W. 4th Street Preelection Report (due 7 days before election)* Final Report (due 30 days after election) CITY, STATE AND ZIP CODE Little Rock, AR 72201 *NOTE: Preelection report must be received by the Ethics Commission on or before due date. TELEPHONE NUMBER 501-954-8000 This report covers period: (05 - 01 - 2022) through (05 - 31 - 2022) FOR REPORTING CUMULATIVE SUMMARY **PERIOD TOTALS** 3. BALANCE OF FUNDS AT BEGINNING OF REPORTING PERIOD 420,605.06 4. TOTAL MONETARY CONTRIBUTIONS RECEIVED DURING 1,280,074,56 180,009.92 REPORTING PERIOD 5. TOTAL EXPENDITURES MADE DURING REPORTING PERIOD 429,578.34 1,109,037.92 6. BALANCE OF FUNDS AT CLOSE OF REPORTING PERIOD 171,036.64 Check if you have not received or made any contributions during this reporting period. 7. () NO ACTIVITY If you have no activity, file the first page of this report only. I certify under oath that I have examined this report and to the best of my knowledge and belief the information s disclosed is a complete, true, and accurate financial statement. ure of Ballot Question Committee Officer State of Arkansas } ss County of TULASKI Subscribed and sworn before me this Paige Rystrom Signature of Notary (Legible Molank Sealinty

* Ark. Code Ann. § 7-9-402(2)(A) provides as follows: "ballot question committee" means any person, located within or outside Arkansas, that receives contributions for the purpose of expressly advocating the qualification, disqualification, passage, or defeat of any ballot question, or any person, other than an elected official expending public funds, or an individual, located within or outside Arkansas, who makes expenditures for the purpose of expressly advocating the qualification, disqualification, passage, or defeat of any ballot question.

NOTARY PUBLIC - ARKANSAS Commission Expires August 20, 2

Commission No. 12712114

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8. LOAN INFORMATION

Please Type or Print Do Not List Loans Previously Reported

Date	Name and Address of Lender	Amount
	9. TOTAL LOANS THIS REPORT	0

10. ITEMIZED MONETARY CONTRIBUTIONS OF \$50 OR MORE RECEIVED BY COMMITTEE

Please Type or Print Use Additional Copies of this Page if Necessary

Date of Receipt	Name of Contributor	Street Address of Contributor	Place of Business Employer/Occupation	Amount of Contribution	Cumulative Total from this Contributor
05/17/2022	Cherokee Nation Businesses	777 W. Cherokee Street Catoosa, OK 74015	LLC	180,000.00	1,280,000.00

ITEMIZED MONETARY CONTRIBUTIONS OF \$50 OR MORE RECEIVED BY COMMITTEE

Date of Receipt	Name of Contributor	Street Address of Contributor	Place of Business Employer/Occupation	Amount of Contribution	Cumulative Total from this Contributor
	11 TOTAL ITEMIZ	ED MONETARY CONTI	RIBUTIONS OF \$50 OR M	ORF	180,000.0
-		IIZED MONETARY CON			9.92
	13. TOTAL MONET	ARY CONTRIBUTIONS m lines 9, 11, and 12)			180,009.92

14. NONMONEY CONTRIBUTIONS RECEIVED BY COMMITTEE

(Does not include volunteer services by individuals)

Date of Receipt	Name of Contributor	Street Address of Contributor	Description and Value of Nonmoney Item	Cumulative Total from this Contributor
05/16/2022	Cherokee Nation Businesses	777 W. Cherokee Street Catoosa, OK 74015	650,000.00 Consultir Services by Let the Voters Decide, LLC	g 1,930,000.00
				A-10-10-10-10-10-10-10-10-10-10-10-10-10-
15. TOTAL N	ONMONEY CONTRIBUTION	650,000.00		

IMPORTANT

In addition to monetary contributions, committees should report the receipt of any nonmoney ("in-kind") contributions. A committee receives an in-kind contribution whenever a person provides the committee with an item or service without charge or for a charge that is less than the fair market value of the item or service in question.

16. ITEMIZED EXPENDITURES OF \$100 OR MORE MADE BY COMMITTEE OR ON BEHALF OF COMMITTEE BY ADVERTISING AGENCY, PUBLIC RELATIONS FIRM, OR POLITICAL CONSULTANT

Date	Name of Person to Whom	dditional Copies of this Page if Street Address	Amount of	Purpose of
Dato	Expenditure was Made	0.100171001000	Expenditure	Expenditure
05.04.2022	Ad Craft of Arkansas, Inc.	1122 W. 3rd Street Little Rock, AR 72203	1,319.79	Buttons/caps
05.16.2022	Tony Milner	7002 Reed Road North Little Rock, AR 72118	750.00	Canvassing
05.17.2022	Trivia Marketing	1100 W. Markham St Little Rock, AR 72201	224.77	Equipment
05.17.2022	Arkansas Graphics	800 G. Gaines St Little Rock, AR 72201	2,533.51	Signs
05.23.2022	Kandis Studdard Investigations	3 W. Rockwood Dr Conway, AR 72034	2,000.00	Investigations
05.23.2022	Amazon Marketplace	N/A	325.86	Office Supplies
05.27.2022	Sway	4350 E. West Hwy, Ste. 350 Bethesda, MD 20817	67,528.00	Marketing
05.26.2022	Kandis Studdard Investigations	3 W. Rockwood Dr Conway, AR 72034	2,769.65	Investigations
05.19.2022	Targeted Platform Media	PO Box 239 Crownsville, MD 21032	9,070.00	Marketing
05.17.2022	Sway	4350 E. West Hwy, Ste. 350 Bethesda, MD 20817	4,950.00	Marketing
05.11.2022	Mission Control, Inc.	624 Hegrow Avenue Glastonburg, CT 06033	90,140.20	Mail
05.10.2022	Sway	4350 E. West Hwy, Ste. 350 Bethesda, MD 20817	157,904.00	Marketing
05.04.2022	Mission Control, Inc.	624 Hegrow Avenue Glastonburg, CT 06033	80,778.72	Mail
05.04.2022	Targeted Platform Media	PO Box 239 Crownsville, MD 21032	9,070.00	Marketing

ITEMIZED EXPENDITURES OF \$100 OR MORE MADE BY COMMITTEE OR ON BEHALF OF COMMITTEE BY ADVERTISING AGENCY, PUBLIC RELATIONS FIRM, OR POLITICAL CONSULTANT

Street Address	Amount of Expenditure	Purpose of Expenditure
		· · · · · · · · · · · · · · · · · · ·
	 	
}		
NDITURES OF \$100 OR MORE		429,364.50
		213.84
S THIS REPORT		429,578.34
֡	PENDITURES THIS REPORT	PENDITURES

20. EXPENDITURES BY CATEGORY

CATEGORY	TOTAL AMOUNT
Advertising/Marketing	248,522.00
Direct Mail	170,918.92
Office Supplies/Equipment/Signs	4,403.93
Travel	
Telephone	
Other Expenses (list)	
Investigations Canvassing	4,769.65
Canvassing	750.00
21. TOTAL EXPENDITURES	S BY CATEGORY 429,364.50

BALLOT QUESTION COMMITTEE ("BQC") FINANCIAL REPORT OF PERSON MEETING THE DEFINITION OF BQC SET FORTH IN § 7-9-402(2)(A)*

To be filed with: (Arkansas Ethics Commission File Stamp) Arkansas Ethics Commission Post Office Box 1917 Little Rock, AR 72203 Phone (501) 324-9600 Fax (501) 324-9606 JUL 15 2022 Check if this report is an amendment to a previously filed report ARKANSAS ETHICS COMMISSION 1. NAME OF COMMITTEE (IN FULL) Arkansas Tourism Alliance 2. TYPE OF REPORT **ADDRESS** Monthly Report (due 15 days after end of month) 1307 W. 4th Street Preelection Report (due 7 days before election)* Final Report (due 30 days after election) CITY, STATE AND ZIP CODE Little Rock, AR 72201 *NOTE: Preelection report must be received by the Ethics Commission on or before due date. **TELEPHONE NUMBER** 501-954-8000 This report covers period: (06 - 01 - 22) through (06 - 30 -22) FOR REPORTING CUMULATIVE SUMMARY PERIOD TOTALS 3. BALANCE OF FUNDS AT BEGINNING OF REPORTING PERIOD 171,036.64 4. TOTAL MONETARY CONTRIBUTIONS RECEIVED DURING 1,330,077.98 50,003.4 REPORTING PERIOD 19,285.96 5. TOTAL EXPENDITURES MADE DURING REPORTING PERIOD 1,299,323.88 6. BALANCE OF FUNDS AT CLOSE OF REPORTING PERIOD 30,754.10 7. () NO ACTIVITY Check if you have not received or made any contributions during this reporting period. If you have no activity, file the first page of this report only. I certify under oath that I have examined this report and to the best of my knowledge and belief the information so disclosed is a complete, true, and accurate financial statement. Signature of Ballot Question Committee Officer State of Arkansas and sword before me this Seal) ature of Notary Public Notary

elected of the purpose of expressly advocating the qualification, disqualification, passage, or defeat of any ballot question.

Revised 12/2017

compile at the purpose of expressly advocating the qualification, disqualification, passage, or defeat of any ballot question, or any person, other than an

§ 79-40-2)(A) provides as follows: "ballot question committee" means any person, located within or outside Arkansas, that receives

8. LOAN INFORMATION

Please Type or Print Do Not List Loans Previously Reported

Date	Name and Address of Lender	Amount
	9. TOTAL LOANS THIS REPORT	0

10. ITEMIZED MONETARY CONTRIBUTIONS OF \$50 OR MORE RECEIVED BY COMMITTEE

Please Type or Print Use Additional Copies of this Page if Necessary

Date of Receipt	Name of Contributor	Street Address of Contributor	Place of Business Employer/Occupation	Amount of Contribution	Cumulative Total from this Contributor
06.28.2022	Cherokee Nation Businesses, LLC	777 W. Cherokee Street Catoosa, OK 74015	LLC	50,000.00	1,980,000.00
And the second of the second of the			-		

ITEMIZED MONETARY CONTRIBUTIONS OF \$50 OR MORE RECEIVED BY COMMITTEE Please Type or Print

Date of Receipt	Name of Contributor	Street Address of Contributor	Place of Business Employer/Occupation	Amount of Contribution	Cumulative Tot from this Contributor
					-
		ZED MONETARY CONTRI		ORE	50,000.00
		MIZED MONETARY CONT			3.42
	(includes totals fr	TARY CONTRIBUTIONS om lines 9, 11, and 12)	HIS KEPUKI		50,003.42

14. NONMONEY CONTRIBUTIONS RECEIVED BY COMMITTEE

(Does not include volunteer services by individuals)

Date of Receipt	Name of Contributor	Street Address of Contributor	Description and Value of Nonmoney Item	Cumulative Total from this Contributor
06.07.2022	Cherokee Nation Businesses, LLC	777 W. Cherokee Street Catoosa, OK 74015	164,000.00 Consulting Services by Marquette Enterprises, LLC	2,144,000.00
06.21.2022	Cherokee Nation Businesses, LLC	777 W. Cherokee Street Catoosa, OK 74015	82,000.00 Consulting Services by Marquette Enterprises, LLC	2,226,000.00
15. TOTAL NONMONEY CONTRIBUTIONS THIS REPORT			246,000.00	

IMPORTANT

In addition to monetary contributions, committees should report the receipt of any nonmoney ("in-kind") contributions. A committee receives an in-kind contribution whenever a person provides the committee with an item or service without charge or for a charge that is less than the fair market value of the item or service in question.

16. ITEMIZED EXPENDITURES OF \$100 OR MORE MADE BY COMMITTEE OR ON BEHALF OF COMMITTEE BY ADVERTISING AGENCY, PUBLIC RELATIONS FIRM, OR POLITICAL CONSULTANT

Please Type or Print
Use Additional Copies of this Page if Necessary

Date	Name of Person to Whom	dditional Copies of this Page if Ne Street Address	Amount of	Purpose of	
	Expenditure was Made		Expenditure	Expenditure	
06.15.2022	Kandis Studdard	3 W. Rockwood Dr Conway, AR 72034	2,157.76	Investigations	
06.22.2022	Kandis Studdard	3 W. Rockwood Dr Conway, AR 72034	5,571.02	1.02 Investigations	
06.28.2022	Northwest Arkansas Newspapers, LLC	400 W. Capitol Avenue, Ste. 2910 Little Rock, AR 72201 6,480.00		Marketing	
06.30.2022	Noble Investigations, Inc.	4215 Tree House Drive Conway, AR 72034	4,721.18 investigations		
06.29.2022	Targeted Platform Media, LLC	PO Box 237 Crownsville, MD 21032	18,774.00	18,774.00 Marketing	
06.21.2022	Sway	4350 East West Hwy, Ste. 350 Bethesda, MD 20814	1,850.00	1,850.00 Marketing	
06.16.2022	Targeted Platform Media, LLC	PO Box 237 Crownsville, MD 21032	28,477.00	Marketing	
06.16.2022	Targeted Platform Media, LLC	PO Box 237 Crownsville, MD 21032	9,070.00	Marketing	
06.14.2022	Sway	4350 East West Hwy, Ste. 350 Bethesda, MD 20814	4,950.00	Marketing	
06.13.2022	Sway	4350 East West Hwy, Ste. 350 Bethesda, MD 20814	99,000.00	Marketing	
06.02.2022	Targeted Platform Media, LLC	PO Box 237 Crownsville, MD 21032	9,0770.00	Marketing	
	_1	1		1	

ITEMIZED EXPENDITURES OF \$100 OR MORE MADE BY COMMITTEE OR ON BEHALF OF COMMITTEE BY ADVERTISING AGENCY, PUBLIC RELATIONS FIRM, OR POLITICAL CONSULTANT

Date	Name of Person to Whom Expenditure was Made	Street Address	Amount of Expenditure	Purpose of Expenditure
<u> </u>	Experiordire was made		Experiulture	Experiordre

			-	
			-	
		CALLED TO THE STATE OF THE STAT		
	17. TOTAL ITEMIZED EXPENDITURES OF \$100 OR MORE			190,120.96
		-		
	18. TOTAL UNITEMIZED EXPENDITURES			165.00
	19. TOTAL EXPENDITURES THIS REPORT (includes totals from lines 17 and 18)			190,285.96

20. EXPENDITURES BY CATEGORY

CATEGORY	TOTAL AMOUNT
Advertising / Marketing	177,671.00
Direct Mail	
Office Supplies	
Travel	
Telephone	
Other Expenses (list) Investigations	
Investigations	12,449.96
21. TOTAL EX	PENDITURES BY CATEGORY 190,120.96