

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
Fax (501) 324-9606

(Arkansas Ethics Commission File Stamp)

FILED

FEB 22 2022

ARKANSAS ETHICS
COMMISSION

BY



☐ Check if this is an amendment to a previously filed statement of organization

Section One: BQC Name

Name of BQC (in full): Arkansas Tourism Alliance

Section Two: BQC Address & Phone Number

If BQC has no office address, use the address of the BQC officer authorized to receive notices on behalf of the BQC.

Address: 1307 West 4th Street

City: Little Rock State: AR Zip: 72201 Telephone Number: 501-954-8000

Section Three: BQC Officers and Directors

Provide the name, title, address, and telephone number of the treasurer and other principal officers and directors of the BQC.

Name: Dustin McDaniel Title: Treasurer/Director

Address: 1307 W. 4th Street City: Little Rock State: AR Zip: 72201

Telephone Number: 501-954-8000

Name: David Couch Title: Director

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.

Section Four: Financial Information

Provide the name and address of each financial institution in which the BQC deposits money or anything else of monetary value.

Name of Financial Institution: Centennial Bank

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 member of the committee. A person that is not an individual may be listed by its name without also listing its own members, if any.

Dustin McDaniel

David Couch

Section Six: Brief Statement

Provide a brief statement identifying the substance of each ballot question as to which the BQC will expressly advocate the qualification, disqualification, passage, or defeat, and, if known, the date each ballot question shall be presented to a popular vote at an election.

Arkansas Tourism Alliance advocates for the defeat of "A Constitutional Amendment to Repeal the Authorization for

Casino Gaming in Pope County, Arkansas" filed by Fair Play for Arkansas - 2022 on February 7, 2022

2-21-2022

Date



Signature of BQC Officer

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

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JUN 15 2022

ARKANSAS ETHICS
COMMISSION

BY [Signature]

☐ Check if this report is an amendment to a previously filed report

1. NAME OF COMMITTEE (IN FULL) Arkansas Tourism Alliance	2. TYPE OF REPORT <input checked="" type="checkbox"/> Monthly Report (due 15 days after end of month) <input type="checkbox"/> Preelection Report (due 7 days before election)* <input type="checkbox"/> Final Report (due 30 days after election) *NOTE: Preelection report must be <i>received</i> by the Ethics Commission on or before due date.
ADDRESS 1307 W. 4th Street	
CITY, STATE AND ZIP CODE Little Rock, AR 72201	
TELEPHONE NUMBER 501-954-8000	

This report covers period: (05 - 01 - 2022 through (05 - 31 - 2022)

SUMMARY	FOR REPORTING PERIOD	CUMULATIVE TOTALS
3. BALANCE OF FUNDS AT BEGINNING OF REPORTING PERIOD	420,605.06	
4. TOTAL MONETARY CONTRIBUTIONS RECEIVED DURING REPORTING PERIOD	180,009.92	1,280,074.56
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	

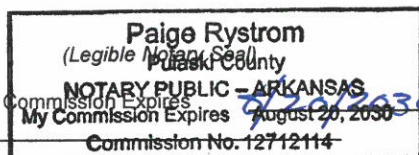
7. () **NO ACTIVITY** Check if you have not received or made any contributions during this reporting period.
If you have no activity, file the first page of this report only.

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]
Signature of Ballot Question Committee Officer

State of Arkansas } ss
County of TULASKI

Subscribed and sworn before me this 15 day of June, 2022



[Signature]
Signature of Notary Public

* 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.

Please Type or Print
Do Not List Loans Previously Reported

Do Not List Loans Previously Reported

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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

Please Type or Print

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 ITEMIZED MONETARY CONTRIBUTIONS OF \$50 OR MORE					180,000.00
12. TOTAL UNITEMIZED MONETARY CONTRIBUTIONS					9.92
13. TOTAL MONETARY CONTRIBUTIONS THIS REPORT (includes totals from 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 Consulting Services by Let the Voters Decide, LLC	1,930,000.00
15. TOTAL NONMONEY CONTRIBUTIONS THIS REPORT			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**

Please Type or Print

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Date	Name of Person to Whom Expenditure was Made	Street Address	Amount of Expenditure	Purpose of 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

Please Type or Print

Revised 12/2017

Please Type or Print

Revised 12/2017

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

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JUL 15 2022

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COMMISSION

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1. NAME OF COMMITTEE (IN FULL) Arkansas Tourism Alliance	2. TYPE OF REPORT <input checked="" type="checkbox"/> Monthly Report (due 15 days after end of month) <input type="checkbox"/> Preelection Report (due 7 days before election)* <input type="checkbox"/> Final Report (due 30 days after election) <small>*NOTE: Preelection report must be received by the Ethics Commission on or before due date.</small>
ADDRESS 1307 W. 4th Street	
CITY, STATE AND ZIP CODE Little Rock, AR 72201	
TELEPHONE NUMBER 501-954-8000	

This report covers period: (06 - 01 - 22) through (06 - 30 - 22)

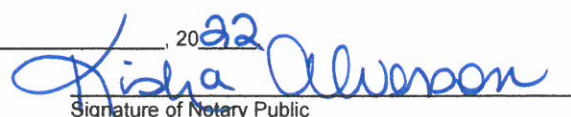
SUMMARY	FOR REPORTING PERIOD	CUMULATIVE TOTALS
3. BALANCE OF FUNDS AT BEGINNING OF REPORTING PERIOD	171,036.64	
4. TOTAL MONETARY CONTRIBUTIONS RECEIVED DURING REPORTING PERIOD	50,003.4	1,330,077.98
5. TOTAL EXPENDITURES MADE DURING REPORTING PERIOD	19,285.96	1,299,323.88
6. BALANCE OF FUNDS AT CLOSE 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 } ss
County of Pulaski

Subscribed and sworn before me this 15th day of July, 2022

Signature of Notary Public



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, who makes expenditures for the purpose of expressly advocating the qualification, disqualification, passage, or defeat of any ballot question.

Revised 12/2017

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Do Not List Loans Previously Reported

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9. TOTAL LOANS THIS REPORT

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

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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

Please Type or Print

Revised 12/2017

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

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Revised 12/2017

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Revised 12/2017