



Mena Advertising & Promotion Commission

On March 24, 2003, the Mena City Council adopted an ordinance to levy a tax on lodging, restaurants, and other prepared food establishments. This tax of 3% on lodging and 1% on restaurants is used to promote and develop tourism to increase the inflow of tourism dollars resulting in economic benefits to the citizens of Mena. This ordinance led to the creation of the Mena Advertising & Promotion Commission (Mena A&P) whose purpose is to determine the use of the funds and allocate them accordingly.

The collection of this tax, and its monthly remittance, is required by City Ordinance Numbers 2049, 2050, 2109, 2266, & 2280. These taxes are allocated to the advertising and promotion of the City of Mena and to the development and operating expense of the recreation complex at Aubrey D. Tapley Park.

Any business selling prepared food or providing lodging inside the city limits and required to collect and submit the A&P tax, are also required to submit a business application for a Mena A&P Business Permit. You must have a Mena A&P Business Permit to do business providing food or beverage sales in Mena. Your business permit should be displayed in a prominent location.

Tourism industry plays a vital role in our community economics, with the region boasting such natural beauty. We thank you for your contributions in making Mena attractive, vibrant, and sustainable. The City of Mena is proud to have you as a business operator within the city, providing service to our community and the tourists visiting the area.

*The mission of the Mena Advertising & Promotion Commission is to increase occupancy, revenues and visitation in **Mena** hotels, motels, bed and breakfasts, restaurants, meeting facilities, and attractions; enhance the cultural, recreational, and economic environment of the community; stimulate the creation of more tourism-related jobs; and promote and advertise a positive image for Mena as an active, inclusive, friendly and prosperous city.*

**Commission meets at 5:30 pm, on the 1st Tuesday of each month, in the council room at City Hall.*

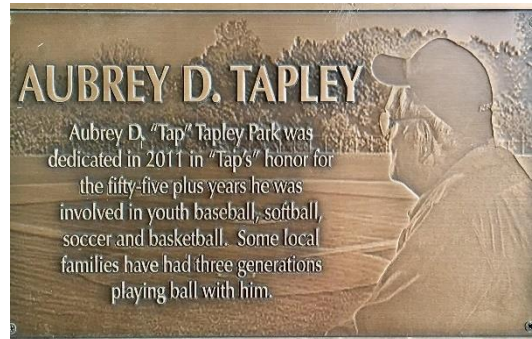


What We Do

Past Projects

Aubrey Tapley Park

This sports complex is a 74-acre park which was started by the Mena Advertising and Promotion Commission in 2003. It was named Aubrey D. Tapley Park in 2009. It currently houses 5 baseball/softball fields, soccer fields, a sand volleyball court, concession facilities including a pavilion, and two playgrounds.



Grants are continually applied for to continue progress on the complex. There are many more projects in the plans for the complex that will be finished as funds are available. Some of these projects include more baseball / softball fields, more bleachers, and two new tennis courts will be scheduled for construction in the very near future. The complex is the venue for community events such as the Annual 4th of July Celebration and multiple baseball / softball and soccer tournaments each year. For more information, visit <https://www.tapleysports.com/>.

Current Projects

New street banners have been installed, on the lampposts, along Mena Street and at the Armory. A new sand volleyball court was recently constructed at Aubrey D. Tapley Park and five new scoreboards have been installed. Construction of tennis courts is currently underway and will provide another recreation opportunity at the park. The Commission also



The Commission also maintains an office and full-time staff member in the Historic Kansas City Southern Depot Museum & Visitor Center and is there to assist our visitors and businesses with their questions and welcome new businesses to Mena.



Future Projects

Plans are underway for developing bike trails at the Ward Lake property. The developed property will offer an incredible opportunity to attract a nationwide audience. There is also the possibility of creating a camping area below the dam and connecting the trails to the city's center. This is a tremendous project with far-reaching impacts.



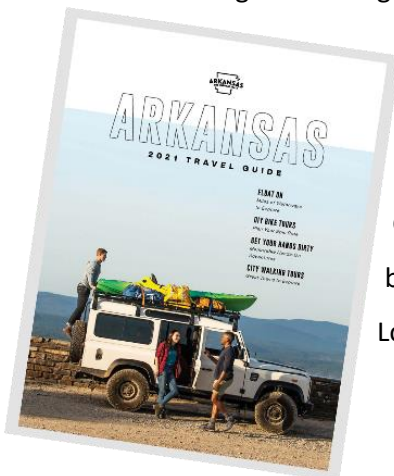
Marketing

The Mena Advertising & Promotion Commission actively markets the Mena area. By participating in digital, print, and billboard advertising, the Commission seeks to increase tourism. An increase in tourism translates into increased revenue for our community and businesses.

A newly designed website was launched in 2021 and is a crucial part of our digital marketing. A user-friendly, clean design allows us to showcase Mena. The new web design increases search visibility and shows how vibrant, relevant, and viable our community is.

The Commission has invested in a digital marketing campaign that allows very targeted marketing. Through this campaign, we can gather metrics and adjust the campaign for maximum reach and results. Social media including Facebook graphics and ads, along with Instagram, are also utilized to increase our audience and awareness.

Our print portfolio includes magazine, newspaper, brochures, and rack cards. Our current ad campaign includes the Arkansas Travel Guide, Motorcycling Guide, Western Arkansas Mountain Frontier, and the Hochatown Tourist. The brochures and rack cards are distributed to target markets in Arkansas, Louisiana, and Texas, in addition to the vacation/relocation information requests.





Festivals

The Mena Advertising & Promotion Commission's signature event is the annual Lum & Abner Festival. Each year, on the first Friday & Saturday of June, tourists and locals gather at Janssen Park to enjoy the festival. There is live music, arts & crafts vendors, children's activities, a fishing derby, live-action entertainment, a car show, great food, and so much more.



4th of July Fireworks Celebration – People county-wide gather at Tapley Park to celebrate the 4th of July. A spectacular fireworks show follows live music, fun events, bounce houses, face painting, concessions, and more.

The Ouachita Mountains Jeep Jam – The first Saturday in October, rolls into Mena and hits the trails and backroads. For all seeking off-road adventure, the beauty of the Ouachita Mountains, the best people, and the coolest Jeeps, we invite you to join us! A Meet & Greet, Poker Run, Jeep Obstacle, great food, fun, and live entertainment await you in Mena.

Christmas Festival – The first Saturday in December is host to the official Christmas Festival held at Janssen Park. The community comes together for music, fireworks, and the annual tradition of lighting the park.

**** Make plans to join us for the Great American Eclipse! The Mena Eclipse-mas Festival will be held April 5th – 8th, 2024. There will be live entertainment, food, arts & crafts, kid's activities, and so much more, all four days of the festival!**