City of Benson
City Council Communication

Regular Meeting **July 14, 2014**

To: Mayor and Council Agenda Item # 3

From: William D. Stephens, City Manager

Subject:

Discussion and possible action regarding the Benson Butterfield Rodeo Committee's request for assistance by providing and assisting with set up of serpentine fencing, providing equipment and personnel to assist with the chalking of the parking lot at the Arena, giving access to water for prep and dust control and becoming a Sponsor for the Benson Butterfield Rodeo

Discussion:

Last year, the Council voted to sponsor the Benson Butterfield Rodeo with a donation allowing the event to expand to 2 days. The attached letter states that the rodeo committee would like to continue the 2-day event, with assistance from the City.

Funding for this celebration will come from Community Enrichment, in its own line item which was budgeted at $4,650.00.

Staff Recommendation:

Council pleasure

BENSON BUTTERFIELD RODEO COMMITTEE

May 1, 2014

Benson Butterfield Rodeo Committee
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Dear City Council,

Our committee has been working diligently to plan the 14th Annual Benson Butterfield Rodeo. For the past two year, we were asked to extend our event to a two-day rodeo. We were able to do so with the financial assistance of the City. We would like to continue with the two-day event and are requesting assistance from the City so that it is financially feasible to accomplish.

There is a difference in expenses of $4,650 between producing a one-day vs. a two-day event. Here is a specific breakdown of those expenses:

Rodeo Expenses 2014

	Two Day	One Day
Stock Contractor	8300	6000
Clown	1000	600
Advertising	1000	750
Add in Money (Awards)	4700	4100
Announcer	1600	800
Feed	300	0
Arena Rental	0	0
Total	**$16,900**	**$12,250**
Need	**$4,650**	

There are other cost associated with a rodeo that don't differ from a one to two day event, so I didn't include them in this break out. I do however want you to know the true amount we do raise every year to put on this event. A two-day rodeo costs approximately $21,000 to produce and the new queen contest that we added last year cost $4,000.

The schedule of events for a two-day rodeo would be:

Sat, October 11 – 8am Slack
3pm Children's Events
5pm Rodeo

Sun, October 12 – 12pm Children's Events
2pm Rodeo

In addition to the financial support, the City has also helped in event setup, we are again asking if you can assist us with:

- Provide and assist with setting up serpentine fencing, for VIP tent area and parking control.
- Access to water for arena prep and dust control

I greatly appreciate you taking the time to consider our request to aid in bring the rodeo to Benson for our community.

Sincerely,

Heather C. Floyd