City of Benson
City Council Communication

Regular Meeting **August 11, 2014**

To: Mayor and Council Agenda Item # 5

From: William D. Stephens, City Manager

Subject:

Discussion and possible action to contract with an event coordinator/counselor for yearly events citywide

Discussion:

This item is on the agenda at the request of Mayor King.

Staff Recommendation:

Council pleasure

Winter 2014-2015 Benson Winter Visitor Appreciation Events

Purpose: To welcome and engage winter visitors who come to Benson and inform them about the events, attractions and services available in Benson and Cochise County. These events are intended to expand tourist interest and help define the character and identity of Benson as an information and services gateway to the attractions within the county. A hub of services, information and entertainment provided in Benson, the best place to stay and see the other attractions within Cochise County.

How: Provide three appreciation events during the winter season of 2014-2015 focused on the winter visitor.

Event 1: ***Welcome to Benson, Gateway to Cochise County***

When: Late November 2014

- A one day event showcasing the six themes of interest in Cochise County

- Early Settlement
- Ranching and Farming
- Military
- Transportation
- Mining and Explosives
- Movies and Music

Golf Tournament - First of competition series to crown the winning RV park teams

Event 2: ***Rockhounds and Cowboy Party***

When: February 10-11, 2015

- A two day event showcasing the Mining and Minerals and explosives component in Cochise County just before Gem & Minerals show as well as highlighting Ranching as a lifestyle.

Day 1

- Golf Tournament - Round 2 in competition series to crown the winning RV park teams.
- Day trips, vendor pavilions, RV showcase, Rockhound displays and demonstrations, Cowboy Life style - poetry and song
- Local food and entertainment
- Cowboy fireside supper and movie

Day 2

- Day trips, vendor pavilions, RV showcase, Rockhound displays and demonstrations, Cowboy Life style - ridin, ropin' and fencin'
- Local food and entertainment
- WHCC reception, Pot luck RV + Community Dinner and a Cowboy Movie

Event 3: ***Thank You! Party***

When: Mid March 2015

- A one day event focused on thanking our winter visitors for coming to Benson and inviting them back to great events next year.

- Golf Tournament - Round 3 to crown the winning RV park team for the 2014-2015 winter season
- Day trips, vendor pavilions, RV showcase, Daytime entertainment, Restaurants Open House all over town.
- Local food and entertainment
- WHCC reception + RV sponsored dinner with music and fireworks bon voyage party.

Economic Impact of Winter Visitor Appreciation Parties*

** Based on IMPLAN method*

Event	Attendance / percent	Trip types: Day	Trip types: Overnight	
Welcome	*800*	350	450	
Spent / person/day		$115	$167	
Gross spending		$40,250	$75,150	
indirect	15.15%	$6,098	$11,385	
induced	34.75%	$13,987	$26,115	
subtotal		$60,335	$112,650	
Spending Churn Multiplier	150.00%	$90,502	$168,975	
TAX paid total w/ churn	19.16%	$17,340	$32,376	
Total value earned @ ea Event		*$107,842*	*$201,350*	*$309,193*
Rockhounds & Cowboys	*2000*	600	1400	
Spent / person/day		$115	$167	
Gross spending		$69,000	$233,800	
indirect	15.15%	$10,454	$11,385	
induced	34.75%	$23,978	$26,115	
subtotal		$103,431	$271,300	
Spending Churn Multiplier	150.00%	$155,147	$406,950	
TAX paid total w/ churn	19.16%	$29,726	$77,972	
Total value earned @ ea Event		*$184,873*	*$484,921*	*$669,794*
Thank You	*1000*	500	500	
Spent / person/day		$115	$167	
Gross spending		$57,500	$83,500	
indirect	15.15%	$8,711	$11,385	
induced	34.75%	$19,981	$26,115	
subtotal		$86,193	$121,000	
Spending Churn Multiplier	150.00%	$129,289	$181,500	
TAX paid total w/ churn	19.16%	$24,772	$77,972	
Total value earned @ ea Event		*$154,060*	*$259,471*	*$413,532*

Total Economic Impact **$1,392,518**

Total Overall tax paid ***$260,157***