City of Benson
City Council Communication

Regular Meeting **August 11, 2014**

To: Mayor and Council Agenda Item # 4

From: William D. Stephens, City Manager

Subject:

Discussion and possible action to designate up to $2,500.00 to advertise the Butterfield Stage Days

Discussion:

The 2014 Butterfield Overland Stage Days Celebration is October 11 and 12. This event provides local nonprofit organizations the opportunity to fundraise through participation in this event.

Benson Junior Women's Club – Parade
Benson Museum – Farmers and Artisans Market, and Pony Express
Butterfield Rodeo Committee – Two day Adult and Children's Rodeo, and Rodeo Queen Coronation
Benson/San Pedro Valley Chamber of Commerce – Car Show and Vendors

Each of the four participating organizations gives back to our community through their fundraisers. The Recreation Department works with each entity participating in this event for scheduling, permitting, advertising, and serves as the point of contact in referring participants and spectators to the appropriate organization. We would like to promote this event for everyone through advertising; print, posters and media. The $2,500.00 in advertising money is in the Fiscal Year 2014-2015 Community Enrichment Budget.

Laura Parkin is available to answer questions.

Staff Recommendation:

Council pleasure