# City of Benson
# City Council Communication

**Regular Meeting** **September 14, 2015**

To: Mayor and Council Agenda Item # 3

From: William D. Stephens, City Manager

Subject:

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

Discussion:

The 2015, Butterfield Overland Stage Days Celebration is October 10 and 11. This event provides local non-profit organizations the opportunity to fundraise through participation in this event.

Benson Junior Women's Club – Parade
Butterfield Rodeo Committee – Two day Adult and Children's Rodeo and Rodeo Queen Coronation
Benson/San Pedro Valley Chamber of Commerce – Car Show, Tractor Pulls and Vendors
Pony Express – This year the Pony Express will be at Lions Park with the Chamber

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 each of the non-profits through advertising; print, posters and media. The $2,500.00 in advertising money is in Community Enrichment section for the 2015/16 Fiscal Year Budget.

Staff Recommendation:

Council pleasure