# City of Benson
# City Council Communication

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

To: Mayor and Council Agenda Item # 5

From: William D. Stephens, City Manager

Subject:

Discussion and possible action to designate up to $4,000.00 to secure entertainment for the 2016 4th of July Festivities

Discussion:

Each year the City of Benson Recreation Department plans, coordinates, and executes the City's annual 4th of July Celebration. Funds are provided in the amount of $14,000.00 as a line item in the Community Enrichment section of the 2015/16 Fiscal Year Budget, $4,000.00 of those funds are designated for the purchase of advertising. This year Staff would like to apply $4,000.00 toward entertainment in order to finalize the entertainment schedule earlier in the year. This will allow Staff to begin promoting the event earlier in the year on the City website and other various avenues. Staff will use projected sponsorship money to secure advertising in May. Staff typically does not begin purchasing advertising until May.

Staff Recommendation:

Approval of designation of $4,000.00 to secure entertainment for the 2016 4th of July Festivities