# City of Benson
# City Council Communication

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

To: Mayor and Council Agenda Item # 2

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 chalking 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:

In August of 2012 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 section, in its own line item which was budgeted at $4,650.00, and was approved in the 2015/16 Fiscal Year Budget.

Attachment:
Letter Requesting Assistance from the Butterfield Rodeo Committee
October Tax Revenue and Butterfield Expenditures 2010 – 2014
Arizona and National Gas Averages 2010 – 2015

Staff Recommendation:

Council pleasure

August 24, 2015

**Benson Butterfield Rodeo Committee**
**PO Box 1041**
**Benson, AZ 85602**

**Heather Floyd**
Cell (520) 349-6658
e-mail: heathercfloydaz@gmail.com

**Mary Gonzales**
Cell (520) 265-0247
Gonzofamily8537@msn.com

**Delane Dunagan**
Cell (520) 456-7089
delanedunagan@yahoo.com

**Helen Kilpatrick**
Cell (480) 223-8261
hmkilpatrick@yahoo.com

**Kendra DeBueler**
Cell (520) 686-1077

**April Basinger**
Cell (520) 221-0765

**Ashley Floyd**
Cell (520) 686-1069

Dear City Council,

Our committee has been working diligently to plan the 15th Annual Benson Butterfield Rodeo. For the past three years, 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 costs 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 queen contest that we added two years ago costs $4,000.

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

Fri, October 9 – 11am Queen's Luncheon
4pm Queen's Horsemanship Competition

Sat, October 10 – 8am Slack
3pm Children's Events
5pm Rodeo

Sun, October 11 – 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

August 25, 2015

# Butterfield Days

## Bed Tax and Expenditures

| 2014 | Expenditures | Bed Tax (Fiscal) |
|---|---|---|
| Bed Tax | | $77,736.00 |
| Rodeo | $4,650.00 | |
| Advertising | $820.79 | |
| | | |
| Total | **$5,470.79** | **$77,736.00** |
| | 7.57% | $72,265.21 |

| 2013 | Expenditures | Bed Tax (Fiscal) |
|---|---|---|
| Bed Tax | | $78,639.00 |
| Rodeo | $4,650.00 | |
| Advertising | $2,457.04 | |
| Pony Express | $200.00 | |
| | | |
| Total | **$7,307.04** | **$78,639.00** |
| | 10.24% | $71,331.96 |

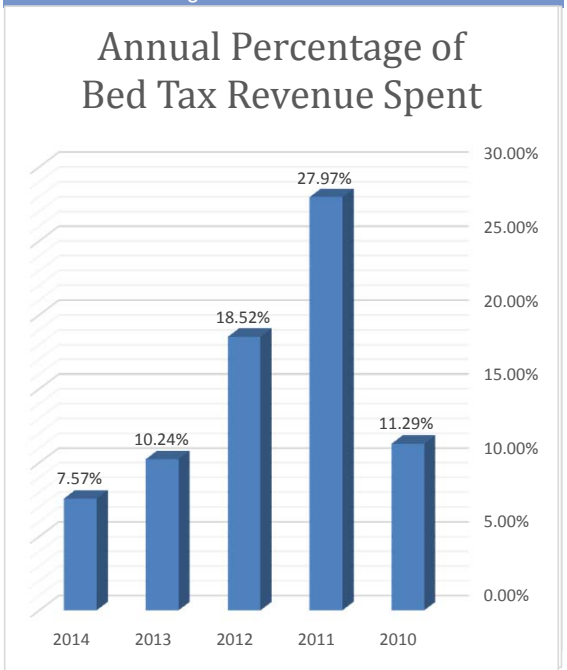
| 2012 | Expenditures | Bed Tax (Fiscal) |
|---|---|---|
| Bed Tax | | $51,928.00 |
| Rodeo | $4,650.00 | |
| Advertising | $3,661.63 | |
| Pony Express | $107.00 | |
| DJ (Fireworks) | $650.00 | |
| Misc | $45.34 | |
| Sponsorship | ($1,000.00) | |
| Total | **$8,113.97** | **$51,928.00** |
| | 18.52% | $43,814.03 |

| 2011 | Expenditures | Bed Tax (Fiscal) |
|---|---|---|
| Bed Tax | | $74,690.00 |
| Butterfield Days | $13,199.95 | |
| Rodeo | $750.00 | |
| | | |
| Total | **$13,949.95** | **$74,690.00** |
| | 22.97% | $60,740.05 |

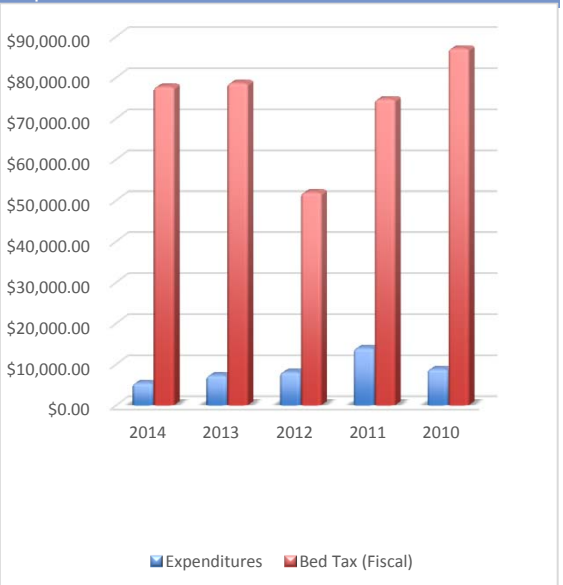
| 2010 | Expenditures | Bed Tax (Fiscal) |
|---|---|---|
| Bed Tax | | $87,070.00 |
| Butterfield Days | $8,036.42 | |
| Rodeo | $800.00 | |
| | | |
| Total | **$8,836.42** | **$87,070.00** |
| | 11.29% | $78,233.58 |

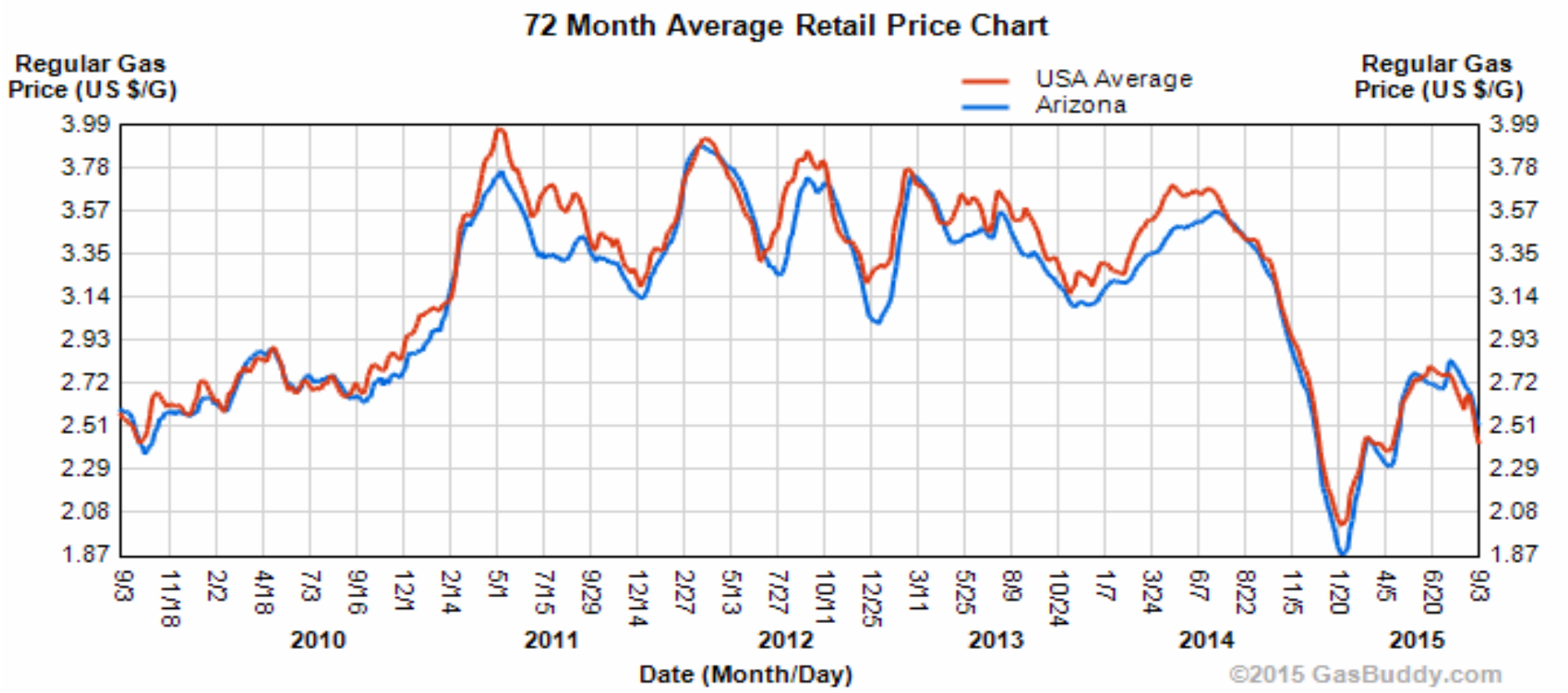
| Total Expenses | Expendatures | Total Tax Revenue |
|---|---|---|
| | **$43,678.17** | **$370,063.00** |

Actual Percentage Cost of Event




Expenditure vs. Revenue




72 Month Average Retail Price Chart
Regular Gas Price (US $/G)
USA Average
Arizona
Regular Gas Price (US $/G)
3.99
3.78
3.57
3.35
3.14
2.93
2.72
2.51
2.29
2.08
1.87
9/3
11/18
2/2
4/18
7/3
9/16
12/1
2/14
5/1
7/15
9/29
12/14
2/27
5/13
7/27
10/11
12/25
3/11
5/25
8/9
10/24
1/7
3/24
6/7
8/22
11/5
1/20
4/5
6/20
9/3
2010
2011
2012
2013
2014
2015
Date (Month/Day)
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