City of Benson
City Council Communication

Regular Meeting **May 12, 2014**

To: Mayor and Council Agenda Item # 3

From: William D. Stephens, City Manager

Subject:

Discussion and possible action to designate $4,000.00 to advertise the 4th of July Festivities

Discussion:

The City of Benson 4th of July Committee is requesting advertising funds in the amount of $4,000.00. During these difficult economic times sponsorship has steadily decreased and the committee has had minimal funds available to provide a quality event for our residents. The proposed advertising budget is based on expenditures for other events with a comparable demographic for the 4th of July Celebration. Due to the fact the Committee will be bringing back our popular Fireworks Display, advertising will contribute to the success of this event.

Proposed Budget:

Wick Communications:	$1,577.50
CAVE Radio:	$ 384.87
Cox Communications:	$1,400.00
Cherry Creek Radio:	$ 600.00
Total:	**$3,962.37**

Laura Parkin is available to answer questions.

Staff Recommendation:

Council pleasure