

RESOLUTION NO. 10-2003

A RESOLUTION OF THE MAYOR AND CITY COUNCIL OF BENSON, ARIZONA, SUPPORTING AN EASY ADVERTISING AUTOMATIC MATCHING GRANT FROM THE ARIZONA OFFICE OF TOURISM, UNDER THE TEAM PROGRAM, FOR \$5,802 FOR MARKETING BENSON IN FIVE PUBLICATIONS DURING FY 2004.

WHEREAS, the City of Benson has the responsibility and the desire to promote tourism in our City; and

WHEREAS, the City of Benson collects the transient lodging tax and desires to use a portion of this money for tourism print marketing; and

WHEREAS, the Arizona Office of Tourism's job is to attract visitors to Arizona, our advertising will concentrate on bringing those visitors already in Arizona to Benson; and

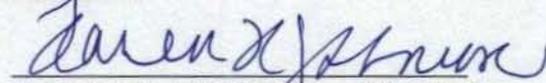
WHEREAS, the City of Benson fully understands that the Arizona Office of Tourism will pay ½ of the total cost (\$11,604) of this advertising directly to the pre-approved publications we have selected.

NOW THEREFORE BE IT HEREBY RESOLVED BY THE MAYOR AND CITY COUNCIL OF BENSON, ARIZONA, that the City of Benson requests that you accept our matching grant request under the Easy Advertising section of the TEAM Program, and that the City of Benson agrees to provide the 50% cost of this advertising from our transient lodging tax receipts.

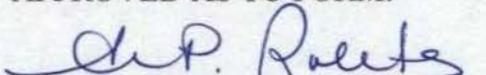
PASSED AND ADOPTED BY THE MAYOR AND CITY COUNCIL OF BENSON, ARIZONA, this 17th day of March, 2003.


MIKE MONTROY Mayor

ATTEST:


KAREN H. JOHNSON - City Clerk

APPROVED AS TO FORM:


ANN P. ROBERTS - City Attorney