City of Benson
City Council Communication

Regular Meeting **September 12, 2016**

To: Mayor and Council Agenda Item # 3

From: William D. Stephens, City Manager

Subject:

Discussion and possible action regarding the requests from the Benson Clean & Beautiful for funding and assistance from the City

Discussion:

Attached is a request from the Benson Clean & Beautiful organization for $1,000 from the Benson Community Enrichment Fund as a sponsorship of the Butterfield Stage Days celebration to be held October 7 through 9, 2016.

Staff Recommendation:

Council pleasure

Benson Clean & Beautiful

August 15, 2016

City of Benson
City Manager, Mayor and Council

Benson Clean & Beautiful is requesting $1,000 from the Benson Community Enrichment Fund as a sponsorship of the Butterfield Stage Days celebration to be held October 7 through 9, 2016. Proceeds from this event will be used to help sponsor two more major murals.

Included with this letter is a projected budget showing the total cost of this project, together with the donations that Benson Clean & Beautiful has received from January, 2015 through August, 2016, some of which are currently earmarked for these murals. We recently received a $1,000 grant from Walmart Foundation and a $1,000 sponsorship from G&T Cooperatives towards this project. We anticipate receiving additional sponsorships from other organizations to help us meet our goal.

Also included with this letter is a narrative supporting a grant request to Union Pacific Foundation in the amount of $8,000.00. As stated in this narrative, these murals do more than just beautify Benson. They are one of the many ways tourism will revitalize downtown Benson by bringing in more revenue for existing businesses and creating an atmosphere for new businesses to open the doors of the many vacant buildings in our city.

Thank you for your continued support of Benson Clean & Beautiful.

Sincerely,

Lisa Hill

Lisa Hill, President

P.S. Benson Clean & Beautiful and Benson Lions Club are hosting a Sock Hop dance in September and are planning several more dances in the next few months to raise additional funds for our murals.

Benson Clean & Beautiful is a 501 (c) 3 public charity. Our EIN number is 01-0821315.

BENSON CLEAN & BEAUTIFUL, 168 E 4TH STREET. BENSON AZ 85602
BensonCandB@yahoo.com www.BensonAZmurals.org

Benson Clean & Beautiful

PROJECT TITLE, BUDGET, AND TIMELINE FOR IMPLEMENTATION

Project title: Quiburi & Cattle Drive Mural Projects

Purpose of Funds Requested:
Funds received will be applied to the cost two murals to be commissioned on Benson buildings.

Anticipated Cost of Cattle Drive Mural:

Artist Fees	$ 16,000.00
Cost of Clear Coat Paint	300.00
Application of UV Protection	$ 500.00
2-year Maintenance	$ 800.00
Total Cost of Mural	$17,600.00

Anticipated Cost of Quiburi Mural:

Artist Fees	$ 9,000.00
Cost of Clear Coat Paint	300.00
Application of UV Protection	$ 500.00
2-year Maintenance	$ 800.00
Total Cost of Mural	$10,600.00

Total Cost of Project: $28,200.00

Total Donations for 2015 through 2016 Year-to-Date

2015		
City of Benson/Union Pacific Grant	2,000	
Sierra SW Cooperatives	1,000	
San Pedro SW Railroad	400	
Memberships/Fundraisers	1,750	
2015 Total Donations		**5,150**
2016 Year To-Date		
Benson Hospital	1,500	
Pima Properties	1,000	
Walmart Foundation	1,000	
Arizona G&T Cooperatives	1,000	
Apache Nitrogen Products	750	
SSVEC	400	
Memberships/Fundraisers	3,600	
2016 Year-to-Date Total Donations		9,250
2015-2016 Year-to-Date		**14,400**

NARATIVE SUPPORTING REQUEST FOR CITY SPONSORSHIP OF BUTTERFIELD DAYS

Provide a concise narrative about the program/project for which you are requesting funds.
The first mural to be on the face of Quiburi Assisted Living building; will show Arizona desert plants & animals. The next will be a 100' long historic cattle drive at 4th & San Pedro Streets. Program funds will create jobs for an artist, plus a contractor to apply UV protective clear coating.
Benson has been designated as a Union Pacific "Train Town USA", so our first murals highlighted early rail and mining history. The cattle drive mural will showcase our ranching history.

Explain how the need for this program/project was determined.
Benson is a poor rural community with very little sustainable income. Other similar cities have become major tourist centers because of their mural programs. Benson has the history to make this program work for us.

Describe the benefits to be achieved by the program/project.
A growth in tourism will create more revenue. It will open up opportunities for more year-round businesses in our downtown area, thus creating more local jobs. It will also direct tourism dollars to all of Cochise County, as our tourists will, in turn, visit other Cochise County attractions.

How will you measure the success of this program/project? (Please note, specific expected outputs and outcomes are requested later in the application.)
State sales tax reports will show increased revenue for Benson. Car counters on 4th Street will show increased traffic flow.

Please use the blank fields below to add any additional outputs and/or outcomes you aim to achieve in the community through the proposed project (e.g. Meals Served, Blighted Spaces Cleaned, Nonprofit leaders trained in organizational management, etc.)

Output/Outcome 1
Create jobs in a community with high unemployment
Target Number 1
3
Output/Outcome 2
Revitalize depressed downtown with more businesses
Target Number 2
25
Output/Outcome 3
Create more jobs with new businesses
Target Number 3
50
Output/Outcome 4
More income for local businesses
Target Number 4
55,000
Output/Outcome 5
Additional sales tax revenue for city finances
Target Number 5
95,000
Additional comments on objectives above:
An economically healthy city will attract outside enterprises to relocate to our area.

Benson Clean & Beautiful

August 15, 2016

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Benson Clean & Beautiful, Rotary International, and Boy Scouts of America have joined forces to show the patriotism of Benson by placing flags in front of businesses on major holidays. When this project was instituted several years ago, holes were drilled in the outer edge of the sidewalk in front of many of the downtown businesses. However, there are still blank spots where no flags can be displayed.

We are requesting that the City of Benson join us in our unified effort by drilling holes and inserting metal collars in front of these businesses in order that our complete downtown core will be able to celebrate the national holidays by proudly displaying an American flag for the duration of the day.

Thank you for your attention to this matter.

Sincerely,

Lisa Hill

Lisa Hill, President

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