



City of Broken Arrow

Request for Action

File #: 17-2168, **Version:** 1

Broken Arrow Youth City Council
Meeting of: 05-02-2017

To: Mayor and Youth City Council
From: Office of Tourism
Title:

Consideration, discussion and possible approval of the Museum Broken Arrow 2017 Pioneer Dinner grant request in the amount of \$5,000 for marketing and advertising costs

Background:

The Museum Broken Arrow will host the 2017 annual Pioneer Dinner Saturday, May 13, 2017 at Broken Arrow High School. The Pioneer Dinner is an event held each year, during Rooster Days, to allow Broken Arrow citizens to gather, share a meal and tell stories related to Broken Arrow's history. Many of the Broken Arrow school classes plan their reunions around Rooster Days and include the Pioneer Dinner as part of their itinerary. The Museum Broken Arrow partners with the Broken Arrow Public Schools Alumni Association to coordinate the event.

The Broken Arrow Convention and Visitors' Bureau supported this event for the first time in 2015 with a grant. Grant funding for the 2017 event will be used to help offset the costs of marketing and advertising costs of the event. With Rooster Days not taking place over Mother's Day weekend, as has been typical, increased advertising for this event is needed. The event is expected to draw approximately 350 attendees. This event does have the potential to generate overnight accommodations.

Cost: \$10,000.00 (this is an approximate cost and will be invoiced to the owner)

Prepared By: Allison Cloud, Youth Tourism Director

Reviewed By: Finance Department
Legal Department

Approved By: Elvin "EJ" Hardwick, Youth City Manager

Attachments: Event budget

Recommendation:

Approve the 2017 Pioneer Dinner grant request in the amount of \$5,000.00 for marketing and advertising costs.