

**CITY OF GOODYEAR
CITY COUNCIL ACTION FORM**

SUBJECT: City Council will receive an update and provide input on a potential inaugural Veterans Day Event for 2015

STAFF PRESENTER: Bruce Kessman,
Ballpark General Manager; Guylene
Ozlanski, Arts and Culture Coordinator
COMPANY
CONTACT: N/A

RECOMMENDATION:

Council will receive an update and provide input on a potential inaugural Veterans Day Event for 2015.

PURPOSE:

During the annual Council Retreat held on November 7th and 8th, 2014, City Council expressed interest in developing and hosting a Veterans Day event. City Council will receive and update and provide input on a potential inaugural Veterans Day Memorial event for 2015.

BACKGROUND AND COMMUNITY BENEFIT:

A Veterans Day Event is an opportunity for the Goodyear community to pay tribute, show appreciation and reflect on the sacrifices made by Veterans and their families. This event will be open to the public and allow the community to come together in a common interest of building community while recognizing our Veterans.

Items to be discussed include vision, planning, event elements, public art integration and budgetary impact.

PREVIOUS ACTIONS AND DISCUSSION:

During the Council Retreat held on November 7th and 8th, 2014, City Council expressed interest in developing and hosting a Veterans Day Event.

FISCAL ANALYSIS:

This presentation is for information and discussion purposes only. However, should City Council wish to proceed with the event, staff is projecting the cost to be approximately \$10,000 for items such as staging, sound, staffing, entertainment, etc. Staff also projects that 20% of the costs would be recovered in the first year through sponsors and other revenue streams. Staff projects that this cost recovery will continue to increase each year.

ATTACHMENTS:

None.