



# City of Maricopa

## Legislation Text

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A Resolution of the Mayor and City Council of the City of Maricopa, Arizona, authorizing the imposition and collection of an exhibitor fee from for-profit businesses participating in the 2018 Senior Info/Expo. Discussion and Action.

On October 6, 2015, the Mayor and City Council approved Regular Meeting Consent Agenda Item 9-4 (Age-Friendly Maricopa Implementation Plan final draft) which included a Senior Info/Expo event. This event is now going into its third year with the number of attendees and exhibitors doubling from January 2016 to the January 2017.

Senior Info/Expo 2018 is scheduled from 10 am to 2 p.m., Saturday, January 20, 2018 here at Maricopa City Hall. Non-profit organizations as well as business and service providers will participate and continue to expand.

Thanks to cash sponsorships from outside agencies, council member discretionary funds and exhibitor fees, the Senior Info/Expo events have been self-funding. In fact, there was a \$1,600 carryover from the 2016 Senior Info/Expo event and a \$1,259 carryover from the 2017 event. Due to the growing number of attendees, carryover helps to fund Senior Info/Expo expenses for the following year. There is also a need to increase the revenue from exhibitors.

The attached Council Agenda Item (Resolution 16-37) was approved by City Council on November 21, 2016 regarding exhibitor fees. During July 17, 2017, the Age-Friendly Committee voted and approved during their meeting to recommend charging business exhibitors \$40 and non-profit exhibitors \$25 for the upcoming 2018 Senior Info/Expo. During their August 21, 2017 meeting, the Age-Friendly Committee also approved charging a \$15 registration late fee for exhibitors submitting an application after the deadline date of January 10, 2018

The City Manager recommends that the Mayor and City Council approve an Age-Friendly Maricopa Senior Info/Expo exhibitor/vendor fee up to \$50 for the 2018 Senior Info/Expo and a registration late fee not to exceed \$25 for exhibitors submitting an application after the deadline date.