

Office of the City Manager

ACTION CALENDAR
November 12, 2002

To: Honorable Mayor and
Members of the City Council
From: *Weldon Rucker*, City Manager
Subject: Holiday Marketing

RECOMMENDATION

That the no additional funding be allocated for a Holiday Marketing campaign unless the Council identifies a source of funding, consistent with its action of October 15th to place a moratorium on new discretionary funding requests.

FISCAL IMPACTS OF RECOMMENDATION

None at this time. Should the Council choose to allocate funds for this purpose, an offsetting reduction would need to be identified elsewhere in the budget.

CURRENT SITUATION AND ITS EFFECTS

No funds are provided in the City's Biennial Budget to provide for a city-wide Holiday Marketing Campaign. However, funds were provided in FY2002, on a one-time basis, in part in response to the negative affects of the September 11th terrorist attacks on the Eat Coast and subsequent publicity surrounding the City's response to military action in Afghanistan. At this time, the City's merchant associations are requesting that the City again contribute to a targeted marketing campaign in anticipation of the holiday season.

RATIONALE FOR RECOMMENDATION

Funds to provide for this expenditure would require that an equivalent reduction be taken elsewhere in the budget.

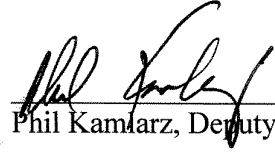
ALTERNATIVE ACTIONS CONSIDERED

Merchant associations, several of which have instituted Business Improvement Districts, could be requested to cover all, or part, of the costs associated with a city-wide holiday marketing campaign.

CONTACT PERSONS

Paul Navazio, Budget Manager
Tom Myers, Director, Office of Economic Development

Approved:



Phil Kamarz, Deputy City Manager