



Agenda Statement

File #: 20-0569 **Version:** 1

Type: New Business **Status:** Passed

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On agenda: 12/1/2020 **Final action:** 12/1/2020

Title: Approval of the Advertising/Marketing Grant Program in an Amount Not to Exceed \$500,000

Sponsors:

Indexes:

Code sections:

Attachments: 1. Valdez 2021 Advertising Grant Combined

Date	Ver.	Action By	Action	Result
12/1/2020	1	City Council	approved	Pass

ITEM TITLE:

Approval of the Advertising/Marketing Grant Program in an Amount Not to Exceed \$500,000

SUBMITTED BY: Martha Barberio, Economic Development Director

FISCAL NOTES:

Expenditure Required: 500,000

Unencumbered Balance: 500,000

Funding Source: Mayor's COVID 19 Economic Recovery Task Force Fund

RECOMMENDATION:

Approve and File

SUMMARY STATEMENT:

This advertising/marketing grant was one of the recommendations from the Mayor's Task Force for Economic Recovery. This was discussed by City Council at the Mayor's Task Force for Economic Recovery work session on November 12, 2020. Attached is the fillable application which includes the description and scoring sheet. This grant has also been seen and approved by the Economic Development Commission. This commission will also oversee the implementation of this grant.