

RESOLUTION NO. 2016-423

A RESOLUTION APPROVING USE OF SECOND GENERATION UEZ FUNDS FOR THE CITY OF VINELAND MARKETING PROJECT.

WHEREAS, a proposal for the use of Second Generation Enterprise Zone Assistance Funds has been approved by the UEZ Committee for the following: **2017 City of Vineland Marketing Project**; and

WHEREAS, it is considered to be in the best interest of the City of Vineland and the community in particular that Second Generation Enterprise Zone Assistance Funds be utilized for the above-mentioned purpose; now, therefore,

BE IT RESOLVED by the City Council of the City of Vineland that said Council does hereby approve the use of Second Generation Enterprise Zone Assistance funding for the following project, in accordance with the budget submitted and approved by the UEZ Committee:

2017 City of Vineland Marketing Project	\$150,000.00
--	---------------------

Adopted:

President of Council

ATTEST:

City Clerk

Exhibit "A"

CY 2017 Budget: City of Vineland Marketing

Expenses	CY 2016 Budget	CY 2017 Budget
Billboard	\$ 7,500.00	\$ 12,000.00
Collateral	\$ 15,000.00	\$ 8,000.00
Direct Mail and Online Advertising	\$ 12,500.00	\$ -
Events	\$ 20,000.00	\$ 5,000.00
Graphic Design	\$ 10,000.00	\$ -
Media Advertising (Radio, TV, Social, Print Ads, Direct Mail & Online)	\$ 20,000.00	\$ 50,000.00
Print Ads	\$ 20,000.00	\$ -
Professional Services	\$ 5,000.00	\$ 75,000.00
Public Relations	\$ 25,000.00	\$ -
Radio	\$ 10,000.00	\$ -
Website Development, Maintenance & Social Media	\$ 5,000.00	\$ -
Total - Expenses	\$ 150,000.00	\$ 150,000.00

