

RESOLUTION NO. 2014- 536

A RESOLUTION APPROVING USE OF SECOND GENERATION UEZ FUNDS FOR DOWNTOWN 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: **2015 Downtown 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:

2015 Downtown Vineland Marketing Project	\$150,000.00
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Adopted:

President of Council

ATTEST:

City Clerk



Discover The Difference



Memo

To: City Council Members
From: Sandy Forosisky 
Date: December 8, 2014
Re: 2015 Marketing Budget

Attached please find the 2015 Budget for Vineland Marketing in the amount of \$150,000, which was approved by the UEZ Committee. The budget is exactly the same as last year.

Expenses	Current Appropriation	Requested 2015
Billboards	\$ 11,000.00	\$ 11,000.00
Cable Ad Creation	\$ 5,000.00	\$ 5,000.00
Cable Ad Placement	\$ 40,000.00	\$ 40,000.00
Collateral	\$ 7,000.00	\$ 7,000.00
Direct Mail	\$ 10,000.00	\$ 10,000.00
Events	\$ 20,000.00	\$ 20,000.00
Graphic Design	\$ 10,000.00	\$ 10,000.00
Print Ads	\$ 20,000.00	\$ 20,000.00
Public Relations	\$ 3,000.00	\$ 3,000.00
Radio	\$ 20,000.00	\$ 20,000.00
Website development, maintenance & social media	\$ 4,000.00	\$ 4,000.00
Total	\$ 150,000.00	\$ 150,000.00