

1 Introduced by Council Member Diamond & Co-Sponsored by Council  
2 Members Salem, Carlucci, Newby, Morgan, Gaffney, DeFoor, Priestly  
3 Jackson, White, Bowman, Cumber, Freeman, Hazouri, Pittman, Ferraro  
4 and Becton and amended by the Neighborhoods, Community Services,  
5 Public Health & Safety Committee:

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8 **ORDINANCE 2020-111-E**

9 AN ORDINANCE APPROPRIATING \$10,000.00 FROM A  
10 CITY COUNCIL OPERATING CONTINGENCY TO THE  
11 WOMEN'S CENTER OF JACKSONVILLE, INC. TO BE USED  
12 FOR AN ADVERTISING CAMPAIGN TO COMBAT SEXUAL  
13 ASSAULT; APPROVING AND AUTHORIZING EXECUTION OF  
14 AGREEMENT BY THE MAYOR OR HIS DESIGNEE AND  
15 CORPORATION SECRETARY; INVOKING THE EXCEPTION  
16 TO SECTION 126.107(G), *ORDINANCE CODE*, IN ORDER  
17 TO DIRECT CONTRACT WITH THE WOMEN'S CENTER OF  
18 JACKSONVILLE, INC.; PROVIDING FOR CITY  
19 OVERSIGHT BY THE SOCIAL SERVICES DIVISION IN  
20 THE PARKS, RECREATION AND COMMUNITY SERVICES  
21 DEPARTMENT; REQUESTING ONE CYCLE EMERGENCY  
22 PASSAGE; PROVIDING AN EFFECTIVE DATE.

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24 **BE IT ORDAINED** by the Council of the City of Jacksonville:

25 **Section 1. Appropriation.** For the 2019-2020 fiscal year,  
26 within the City's budget, there are hereby appropriated the  
27 indicated sum(s) from the account(s) listed in subsection (a) to  
28 the account(s) listed in subsection (b):

29 (The account information is attached hereto as **Exhibit 1** and  
30 incorporated herein by this reference)

31 (a) Appropriated from:

See **Exhibit 1** \$10,000.00

(b) Appropriated to:

See **Exhibit 1** \$10,000.00

(c) **Explanation of Appropriation** - The funding above is being appropriated from the designated City Council Operating Contingency to the Women's Center of Jacksonville, Inc. to create and distribute sexual assault prevention posters and other materials; the advertising campaign is meant to correspond with Spring Break for high schools and colleges and materials would be distributed at restaurants, bars and hotels in Jacksonville Beach, Neptune Beach and Atlantic Beach.

**Section 2. Purpose.** The purpose of the appropriation in Section 1 is to provide \$10,000.00 in funding to the Women's Center of Jacksonville, Inc. to be used to create and distribute information for a public service announcement/campaign aimed at combatting sexual assault. Of the total expended by the Women's Center of Jacksonville, Inc., up to 15% of the funding may be used for labor costs associated with design and production of the informational materials and posters and any promotional activities associated with the public service campaign. The advertising campaign is meant to correspond with Spring Break for high schools and colleges and posters, flyers and information packets will be distributed at local restaurants, bars and hotels in Jacksonville Beach, Neptune Beach and Atlantic Beach.

**Section 3. Authorizing the Mayor and Corporation Secretary to Execute Contract with the Women's Center of Jacksonville, Inc.** The Mayor, or his designee, and Corporation Secretary are authorized to execute a contract with the Women's Center of Jacksonville, Inc. for contribution of \$10,000, in substantially the same form as contained in **Revised Exhibit 2,**

1 labeled as "Revised Exhibit 2, Revised Agmt, February 18, 2020 -  
2 NCSPHS" attached hereto and, by this reference made a part hereof.

3       **Section 4. Invoking the exception pursuant to Section**  
4 **126.107(g), Ordinance Code.** The City is hereby authorized to enter  
5 into a grant agreement with the Women's Center of Jacksonville,  
6 Inc. to provide funding to the Women's Center of Jacksonville, Inc.  
7 to be used for a contribution of \$10,000 toward a public service  
8 campaign aimed at combatting sexual assault and rape. The posters  
9 and other informational materials would correspond with Spring  
10 Break for high schools and colleges and posters, flyers and  
11 information packets will be distributed at local restaurants, bars  
12 and hotels in Jacksonville Beach, Neptune Beach and Atlantic Beach.  
13 Pursuant to Section 126.107(g), Ordinance Code, such procurement is  
14 exempted from competitive solicitation. With the exception of the  
15 foregoing, all other provisions of Chapter 126, *Ordinance Code*,  
16 shall remain in full force and effect.

17       **Section 5. Oversight Department.** The Parks, Recreation  
18 and Community Services Department, Social Services Division, shall  
19 oversee the project described herein.

20       **Section 6. Requesting One Cycle Emergency Passage**  
21 **Pursuant to Council Rule 4.901 Emergency.** One cycle emergency  
22 passage of this legislation is requested. The nature of the  
23 emergency is that the public service campaign is directed to  
24 students and young adults who may be visiting Jacksonville and the  
25 area beaches during Spring Break, which occurs in March. In order  
26 to get the materials created and distributed prior to various  
27 schools' Spring Break schedules, it is necessary to have the funds  
28 available by March 2, 2020.

29       **Section 7. Effective Date.** This ordinance shall become  
30 effective upon signature by the Mayor or upon becoming effective  
31 without the Mayor's signature.

1 Form Approved:

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3 /s/ Paige H. Johnston

4 Office of General Counsel

5 Legislation Prepared By: Paige H. Johnston

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