

1 Introduced by the Council President at the request of the Mayor and
2 Co-Sponsored by Council Member Dennis, Bowman, Hazouri, Freeman,
3 DeFoor, Pittman and Salem:

4
5 **ORDINANCE 2019-761**

6 AN ORDINANCE APPROPRIATING \$150,000.00 FROM
7 THE GENERAL FUND - FUND BALANCE TO THE PUBLIC
8 AFFAIRS OFFICE TO SUPPORT A MEDIA CAMPAIGN FOR
9 THE 2020 CENSUS, AS INITIATED BY B.T. 20-016;
10 PROVIDING AN EFFECTIVE DATE.

11
12 **BE IT ORDAINED** by the Council of the City of Jacksonville:

13 **Section 1. Appropriation.** For the 2019-2020 fiscal year,
14 within the City's budget, there are hereby appropriated the
15 indicated sum(s) from the account(s) listed in subsection (a) to
16 the account(s) listed in subsection (b):
17 (B.T. 20-016 attached hereto as **Exhibit 1** and incorporated herein
18 by this reference)

19 (a) Appropriated from:

20 See B.T. 20-016 \$150,000.00

21 (b) Appropriated to:

22 See B.T. 20-016 \$150,000.00

23 (c) **Explanation of Appropriation**

24 The funding above is from the General Fund - Fund Balance
25 to the Public Affairs Office to support a media campaign
26 for the 2020 Census.

27 **Section 2. Purpose.** The purpose of the appropriation in
28 Section 1 is to implement the marketing plan developed by the
29 Public Affairs Office for the 2020 Census. Paid advertising is a
30 key component of the marketing plan, which will support other
31 partnerships, social media contacts, and other outreach efforts by

1 the administration's Complete Count Committee. The administration
2 is also seeking contributions from others in the private and non-
3 profit sectors which will boost the impact of the media campaign.

4 **Section 3. Effective Date.** This ordinance shall become
5 effective upon signature by the Mayor or upon becoming effective
6 without the Mayor's signature.

7
8 Form Approved:

9
10 /s/ James R. McCain, Jr.

11 Office of General Counsel

12 Legislation prepared by: James R. McCain, Jr.

13 GC-#1310795-v1-10_07_19_BT_20_016_Census.docx