

**City of Jacksonville, Florida
Request for Budget Transfer Form**

(17)

Office of the Mayor / Public Affairs Office
Department or Area Responsible for Contract / Compliance / Oversight

Various
Council District(s)

Reversion of Funds: _____ (if applicable) Subfund / Indexcode / Subobject / Project Prj-Dtl / Grant Grt-Dtl _____

Section of Code Being Waived (if applicable): _____ Fiscal Yr(s) of carry over (all-years funds do not require a carryover) _____
CIP (yes or no): _____ No _____

Justification for Waiver _____

Justification for / Description of Transfer:

Request for appropriation to implement the marketing plan developed by the Public Affairs Office for the 2020 Census. Paid advertising is a key component of the marketing plan, which will support other partnerships, social media contacts and other outreach efforts by the administration's Complete Count Committee. The administration is also seeking contributions from others in the private and non-profit sectors, which will boost the impact of the media campaign. Any additional funds raised by the Complete Count Committee will be appropriated at a later date.

Total Amount Appropriated: _____ \$150,000.00

CITY COUNCIL

Requesting Council Member: _____

CM's District: _____

Requesting Council Member: _____

CM's District: _____

Prepared By: _____

Ordinance: _____

OFFICE OF THE MAYOR

BUDGET ORDINANCE TRANSFER DIRECTIVE

TD / BT Number: BT 200-016

Date Rec'd.	Date Fwd.	Approved	Disapproved
OCT - 7 2019	10-1-19	<i>[Signature]</i>	
10/2/19	10/3/19	<i>[Signature]</i>	
10-1-19			

Date of Action By Mayor: OCT - 7 2019 Approved: _____

[Signature]
Lenny Curry

Department Head _____
Mayor's Office _____
Accounting Division _____
Budget Division _____

Division Chief: _____
Prepared By: _____
Date Initiated: _____
Phone Number: _____

Initiated / Requested By (if other than Department): _____

**APPROVED BY:
MAYOR'S BUDGET
REVIEW COMMITTEE**

DATE OCT - 7 2019

Budget Transfer Line Item Detail

TRANSFER FROM: (Revenue line items in this area are being appropriated and expense line items are being de-appropriated.)

		Accounting Codes									
Rev Exp	SF ID	Subfund Title	Activity / Grant Title	Line Item / Subobject Title	Amount	Indexcode	Subobject	Project	Pri-Dtl	Grant	Grt-Dtl
Exp	011	General Fund - GSD	Subfund Level Activity	Fund Balance	\$150,000.00	JXSF011	38901				
REV											
Total:					\$150,000.00						

TRANSFER TO: (Revenue line items in this area are being de-appropriated and expense line items are being appropriated.)

		Accounting Codes									
Rev Exp	SF ID	Subfund Title	Activity / Grant Title	Line Item / Subobject Title	Amount	Indexcode	Subobject	Project	Pri-Dtl	Grant	Grt-Dtl
Exp	011	General Fund - GSD	Mayor's Office/Public Affairs	Advertising and Promotion	\$150,000.00	MAPA011	04801				
Total:					\$150,000.00						