

1 Introduced by the Council President at the request of the Mayor &
2 Co-Sponsored by Council Members Dennis, Bowman, Hazouri, Freeman,
3 DeFoor, Salem and Pittman and amended by the Finance Committee:
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6 **ORDINANCE 2019-761-E**

7 AN ORDINANCE APPROPRIATING \$150,000.00 FROM
8 THE GENERAL FUND - GSD FUND BALANCE TO THE
9 PUBLIC AFFAIRS OFFICE TO SUPPORT A MEDIA
10 CAMPAIGN FOR THE 2020 CENSUS, AS INITIATED BY
11 B.T. 20-016; PROVIDING AN EFFECTIVE DATE.
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13 **BE IT ORDAINED** by the Council of the City of Jacksonville:

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

18 (B.T. 20-016 attached hereto as **Exhibit 1** and incorporated herein
19 by this reference)

20 (a) Appropriated from:

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

22 (b) Appropriated to:

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

24 (c) **Explanation of Appropriation**

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

28 **Section 2. Purpose.** The purpose of the appropriation in
29 Section 1 is to implement the marketing plan developed by the
30 Public Affairs Office for the 2020 Census. Paid advertising is a

1 key component of the marketing plan, which will support other
2 partnerships, social media contacts, and other outreach efforts by
3 the administration's Complete Count Committee. The administration
4 is also seeking contributions from others in the private and non-
5 profit sectors which will boost the impact of the media campaign.

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

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10 Form Approved:

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13 /s/ Paige Hobbs Johnston

14 Office of General Counsel

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

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