

Posting Year:	Posting Date:	Posting #	Doc #
" Period:		Ref #	Initials:

CITY OF ALLENTOWN BUDGET TRANSFER REQUEST FORM

TO:	Brent A. Hartzell, Director	FROM:	Jean Brossman
BUREAU:	Department of Finance	BUREAU:	CED

TRANSFER DETAIL

Date of Request: 07.25.2018	Fund: General	Transfer Amount:	\$5,720
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FROM (DEBIT)

ACCOUNT (All 15 digits) and ACCOUNT TITLE	TRANSFER AMOUNT (\$)	ORIGINAL APPROPRIATION (\$)	CURRENT ACCOUNT TOTAL (\$)	ACCOUNT TOTAL AFTER TRANSFER (\$)
000-09-0901-0001-46	5,720.00	70,625.00	60,696.72	54,976.72
Other Contract Services				-
				-
				-
				-
				-
				-

TO (CREDIT)

000-09-0901-0007-46	5,720.00	125,500.00	65,439.89	71,159.89
Other Contract Services				-
				-
				-
				-
				-
				-

Reason Transfer is Required:

The marketing project was expanded by adding a video to compliment the the whole project.

Reason Funds are Available for Transfer:

One of the projects planned for 2018 has not yet come to fruition.

TRANSFER AUTHORIZATIONS WITHIN & BETWEEN PROGRAMS

Amount not more than \$5,000.00	
Amount is greater than \$5,000.00	
Department Head:	Date: 7/25/18
Director of Finance:	Date: 7/26/2018
Mayor or Managing Director (if amount is greater than \$5,000):	Date: 7/26/18
Referred to City Council in accordance with the provisions of the Administrative Code, Section 130.04:	Date:

CITY COUNCIL

Roger MacLean, President:	Approved [] Disapproved	Date: 8/14/18
Candida Affa, Vice President:	Approved [] Disapproved	Date:
[] endricks, Councilperson:	Approved [] Disapproved	Date: 15-AUG-18
Julio Guridy, Councilperson	Approved [] Disapproved	Date: 15-AUG-18
Courtney Robinson, Councilperson	Approved [] Disapproved	Date:
Ed Zucal, Councilperson	Approved [] Disapproved	Date:
Cynthia Mota, Councilperson	Approved [] Disapproved	Date: 8/15/18

Brossman, Jean

From: Brossman, Jean
Sent: Tuesday, July 24, 2018 2:31 PM
To: Hart, Hannah
Subject: FW: Request for Additional Marketing Dollars

From: Lightner, Leonard
Sent: Tuesday, July 24, 2018 2:11 PM
To: Brossman, Jean <Jean.Brossman@allentownpa.gov>
Subject: RE: Request for Additional Marketing Dollars

Jean,

Get with Hannah to move this project forward.

From: Brossman, Jean
Sent: Tuesday, July 24, 2018 7:49 AM
To: Lightner, Leonard <Leonard.Lightner@allentownpa.gov>
Subject: RE: Request for Additional Marketing Dollars

There is money in the Director's budget.

From: Lightner, Leonard
Sent: Monday, July 23, 2018 6:04 PM
To: Brossman, Jean <Jean.Brossman@allentownpa.gov>
Subject: FW: Request for Additional Marketing Dollars
Importance: High

Jean, Look into this for me. Where can I pull \$6K

From: Hart, Hannah
Sent: Monday, July 23, 2018 4:08 PM
To: Lightner, Leonard <Leonard.Lightner@allentownpa.gov>

Cc: Diaz, Daniel <Daniel.Diaz@allentownpa.gov>
Subject: Request for Additional Marketing Dollars
Importance: High

Leonard:

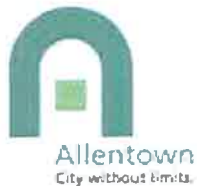
We finalized our scope of work with Faces International. In order to bring on Faces International as our social media consultant and FireRock for video we will need an additional \$5720 in our marketing budget. The justification is as follows:

2018 Marketing Budget	\$50,000
Malware Deduction	\$10,000
All American Towels Purchase	\$2,070
Faces International Social Media Contract	\$25,000
FireRock Video Contract	\$18,650
Marketing Balance	(-\$5,720)

Would you still be willing to acquire the additional dollars we will need to complete our marketing project, as we previously discussed?

Thank you,

Hannah



HANNAH HART
BUSINESS DEV LIAISON

Community and Economic Development
435 Hamilton Street
Allentown, PA 18101
P: 610.437.7739
E: Hannah.Hart@allentownpa.gov
W: www.allentownpa.gov

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