



CITY OF ALLENTOWN

**88**

**RESOLUTION**

**R – 2019**

*Introduced by the Administration on November 6, 2019*

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**Approves \$22,714 transfer in Community and Economic Development for a Branding Project**

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***Resolved by the Council of the City of Allentown, That***

**WHEREAS**, the Administration has requested Council approve the following transfers:

- Transfer \$22,714 in Community and Economic Development from Accounts 000-09-0901-0007-26 (Printing) and 000-09-0903-0001-46 (Other Contract Services) to Account 000-09-0901-0007-46 (Other Contract Services) – One of the goals of the City-Wide Branding project is to create a brand that will connect with our residents and serve as a guiding principal to gain traction throughout the community. The key to connecting a brand identity to a community is marketing the brand through a strong, detailed implementation plan. This transfer will cover the costs and provide us with the tools to market and implement the new brand identity.

**NOW, THEREFORE, BE IT RESOLVED** that City Council hereby approves the transfer.