



CITY OF ALLENTOWN

29873

RESOLUTION

R88 – 2019

Introduced by the Administration on November 4, 2019

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

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.

	Yea	Nay
Candida Affa	X	
Julio A. Guridy	X	
Daryl Hendricks	X	
Cynthia Mota		
Courtney Robinson	X	
Ed Zucal	X	
Roger MacLean, Pres.	X	
TOTAL	6	0

THIS IS TO CERTIFY, That the above copy of Resolution No. 29873 was adopted by the City Council of Allentown on the 4th day of November, 2019, and is on file in the City Clerk's Office.

Michael P. Hall

City Clerk

RECEIVED

OCT 28 2019

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

CITY OF ALLENTOWN BUDGET TRANSFER REQUEST FORM

FINANCE DIRECTOR'S OFFICE

TO: Brent A. Hartzell, Director

FROM:

Daniel Diaz

DED

BUREAU: Department of Finance

BUREAU:

Community and Economic Development

TRANSFER DETAIL

Date of Request: 28-Oct-19 Fund: General Transfer Amount: \$22,714.00

FROM (DEBIT)

ACCOUNT (All 15 digits) and ACCOUNT TITLE	TRANSFER AMOUNT (\$)	ORIGINAL APPROPRIATION (\$)	CURRENT ACCOUNT TOTAL (\$)	ACCOUNT TOTAL AFTER TRANSFER (\$)
000-09-0901-0007-26	\$2,714.00	\$3,000.00	\$3,000.00	286.00
Printing				-
				-
000-09-0903-0001-46	\$20,000.00	\$347,650.00	\$132,248.64	112,248.64
Other Contract Services				-
				-
				-
				-
				-
				-

TO (CREDIT)

000-09-0901-0007-46	\$22,714.00	\$149,500.00	\$62,286.55	85,000.55
Other Contract Services				-
				-
				-
				-
				-
				-

Reason Transfer is Required:

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.

Reason Funds are Available for Transfer:

We held off printing due to branding contract.
46-Acct. We are using COBG funds to offset demo in this
Acct.

TRANSFER AUTHORIZATIONS WITHIN & BETWEEN PROGRAMS

	Amount not more than \$5,000.00
X	Amount is greater than \$5,000.00
Department Head:	Date: 10/28/19
Director of Finance: <i>Brent Hartzell</i>	Date: 10/29/2019
City Controller (if amount is greater than \$5,000):	Date: 11-1-19
Mayor or Managing Director (if amount is greater than \$5,000): <i>Bob</i>	Date: 11/1/19
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:
Julio Guridy, Vice President:	[] Approved [] Disapproved	Date:
Daryl Hendricks, Councilperson:	[] Approved [] Disapproved	Date:
Candida Affa, Councilperson	[] Approved [] Disapproved	Date:
Courtney Robinson, Councilperson	[] Approved [] Disapproved	Date:
Ed Zucal, Councilperson	[] Approved [] Disapproved	Date:
Cynthia Mota, Councilperson	[] Approved [] Disapproved	Date: