

ORDINANCE No. 18 6743 As Amended

Authorize a grant to Portland Business Alliance for Downtown Marketing Initiative Holiday promotions for \$170,000 (Ordinance)

The City of Portland ordains:

Section 1. The Council finds that:

1. Since June 2009, the City has contracted with Travel Portland for the purpose of promoting and leveraging marketing of the downtown area through the Downtown Marketing Initiative; and
2. The Council has expressed commitment to continue the holiday promotional portion of this initiative, which includes advertising, event, and promotional materials; information on clean, safe, and affordable parking available at City owned garages; and the continuation of the Ugly Sweater Yarnbombing project; and
3. Due to the staffing needs of Travel Portland, the Portland Business Alliance has offered to take on the oversight of the Downtown Marketing Initiative Holiday promotions and waive their administrative costs; and
4. In order to meet the Downtown Marketing Initiative Holiday costs for the 2014 holiday season, a one-time appropriation of \$170,000 will be necessary;

NOW, THEREFORE, the Council directs:

- a. The Mayor is authorized to execute a grant agreement with Portland Business Alliance in a form that substantially conforms to the agreement attached as Exhibit A in an amount not to exceed \$170,000.
- b. The City Budget Office to appropriate \$170,000 from General Fund contingency to Special Appropriations in the FY 2014-15 Fall Budget Monitoring Process to provide holiday promotional services through the Downtown Marketing Initiative.
- c. The Mayor and the Auditor are hereby authorized to provide payment in the amount of \$170,000, chargeable to the applicable budgets when demand is presented and approved by the appropriate authorities.

Passed by the Council: **AUG 06 2014**

Mayor Charlie Hales
Prepared by: Rachael Wiggins
Date Prepared: July 21, 2014

LaVonne Griffin-Valade
Auditor of the City of Portland

By

Gayla Jennings
Deputy

800 822

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Agenda No.
ORDINANCE NO. 18 6743 **As Amended**
Title

Authorize a grant to Portland Business Alliance for Downtown Marketing Initiative Holiday promotions for \$170,000, (Ordinance)

INTRODUCED BY Commissioner/Auditor: Mayor Charlie Hales	CLERK USE: DATE FILED <u>JUL 25 2014</u>
COMMISSIONER APPROVAL	LaVonne Griffin-Valade Auditor of the City of Portland
Mayor—Finance and Administration - Hales <i>JPH</i>	By: <u><i>Susan Parsons</i></u> Deputy
Position 1/Utilities - Fritz	ACTION TAKEN:
Position 2/Works - Fish	JUL 30 2014 PASSED TO SECOND READING As Amended AUG 06 2014 9:30 A.M.
Position 3/Affairs - Saltzman	
Position 4/Safety - Novick	
BUREAU APPROVAL	
Bureau: Mayor's Office	
Prepared by: Rachael Wiggins Date Prepared: 7/23/2014	
Financial Impact & Public Involvement Statement Completed <input checked="" type="checkbox"/> Amends Budget <input type="checkbox"/>	
Portland Policy Document If "Yes" requires City Policy paragraph stated in document. Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>	
City Auditor Office Approval: required for Code Ordinances	
City Attorney Approval: required for contract, code, easement, franchise, comp plan, charter <i>GF</i>	
Council Meeting Date 7/30/2014	

AGENDA	FOUR-FIFTHS AGENDA	COMMISSIONERS VOTED AS FOLLOWS:	
TIME CERTAIN <input type="checkbox"/> Start time: _____		YEAS	NAYS
Total amount of time needed: _____ (for presentation, testimony and discussion)	1. Fritz		✓
CONSENT <input type="checkbox"/>	2. Fish	✓	
REGULAR <input checked="" type="checkbox"/> Total amount of time needed: 15 min (for presentation, testimony and discussion)	3. Saltzman	✓	
	4. Novick	✓	
	Hales	✓	