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Date	Ver.	Action By	Action	Result
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TO: Chair and Members of the Board

FROM: Rachel Bach, Assistant Director

DATE: April 9, 2014

Amending Fiscal Year 2013-2014 Annual Budget

BACKGROUND: At the CRA Board meeting held March 9, 2014, a presentation was delivered about the importance of creating a Marketing Plan to help establish and accomplish the CRA’s goals in regards to advertising, promotion, communications and public relations efforts associated with the redevelopment process. This item approves the budget amendment necessary to carry out the activities and initiatives to position the district and create an identity and brand. The budget adjustment in Fiscal Year 2013-2014 will enable the CRA to effectively promote, communicate and ignite progress in the CRA district.

RECOMMENDATION: Approval

FISCAL IMPACT: Reallocating \$20,500 to the Marketing & Promotions account from the Event Sponsorships and Chamber & In-Kind Services accounts in Fiscal Year 2013-2014

CONTACT PERSON: Rachel Bach, Assistant Director