Legislation Text

File #: RES 19-2136, **Version:** 1

Authorizing the Department of Parks and Recreation to expend an amount not to exceed $15,000 for the purpose of providing refreshments, marketing materials, and other incentives for various activities, programs, and events throughout 2020.

WHEREAS, the Department of Parks and Recreation is involved in various forms of community outreach and marketing in an effort to increase use of services provided by the Department; and

WHEREAS, since 2011, experience with such marketing and outreach has demonstrated a need to provide different types of small promotional materials, incentives and other marketing related take-aways to encourage participation; and

WHEREAS, the Department of Parks and Recreation wishes to continue providing food and refreshments during events, meetings, and other Department sponsored programs and activities to attendees to encourage attendance by additional groups of people; and

WHEREAS, the City Council finds that the expenditure of money serves a public purpose by increasing the use and awareness of Parks and Recreation's innovative services; now, therefore, be it

RESOLVED, that the Department of Parks and Recreation is hereby authorized to expend an amount not to exceed $15,000 for the purpose of providing refreshments, marketing materials and other incentives for various activities, programs and events throughout 2020.