

**SUBJECT:** Bricks of Honor

REQUESTED BY: Public Works

PREPARED BY: Public Works

DATE: October 11, 2000

FOR AGENDA OF: October 23, 2000

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**SUMMARY:**

*ORDINANCE*

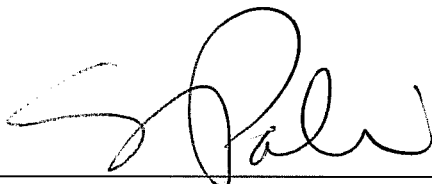
A supplemental appropriation is requested in ~~Resolution~~ 00-58 to fund the City-portion of the Bricks of Honor Program. This amount will allow the program to begin in earnest acting as seed money toward the initial purchase of supplies as listed in Attachment A. Initial funding is required in order to establish a solid marketing base. This base along with established in-kind funds already provided by the city, will generate funds required to give the kick off a strong boost. We are borrowing from the general fund for start-up expenses.

**FISCAL IMPACT:** \_\_\_ No  X  Yes, amount requested: \$37,000 Fund: General Fund, Advance

**RECOMMENDED ACTION:**

Council is requested approval of Ordinance 00-58 for appropriation of \$37,000 for the Bricks of Honor Project.

**MAYOR REVIEW/COMMENT:** Council- my recommendation is to go ahead and set this for Public Hearing at the next meeting and discussion may follow re: the City sponsoring these up-front costs before they're reimbursed.



Reviewed by: SARAH PALIN, Mayor

Attachments: A – Marketing Expenses

Presented with: Ord 00-58  
Date: 11/27/00 Verified by: BY

**Bricks of Honor Project  
Attachment A**

**City Marketing Expenses**

DIS.BRICKS*	1,500
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BARTER BRICKS	818
BOOTH RENTAL	4,000
PUBLIC BROCHURES	20,000
SPONSOR BROCHURES	3,000
POSTAGE	4,700
POPDISPLAY	1,000
B. CARDS	150
CERTIFICATES	250
GIFT CERTIFICATES	125
	<u>37,143</u>