



Legislation Text

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170971
ORIGINAL

ALD. STAMPER

Resolution appropriating up to \$5,130.41 from the Community and Economic Development Committee Fund to purchase media services from Urban Media, LLC.

This resolution appropriates up to \$5,130.41 from the Community and Economic Development Committee Fund Special Purpose Account to purchase media services from Urban Media, LLC. The purchased media services will promote awareness of City initiatives and economic development programs through announcements on radio stations and advertisements in the Milwaukee Courier newspaper.

Whereas, The Community and Economic Development Committee Fund Special Purpose Account is used to promote the City's economic development programs and attract new industry to the City; and

Whereas, The Neighborhood Improvement Jobs Opportunity program creates job opportunities for City residents to maintain neighborhood properties by making it easier for local contractors and community-based organizations to obtain contracts with the City; and

Whereas, Local media, including local radio stations and the Milwaukee Courier newspaper, provide platforms to reach residents and promote public awareness of City initiatives and economic development programs; and

Whereas, The appropriation of up to \$5,130.41 from the Community and Economic Development Committee Fund to Urban Media, LLC, for purchasing announcements on local radio stations and advertisements in the Milwaukee Courier will increase public awareness and participation about the Neighborhood Improvement Jobs Opportunity program; now, therefore, be it

Resolved, By the Common Council of the City of Milwaukee, that up to \$5,130.41 is appropriated from the 2017 Community and Economic Development Committee Fund Special Purpose Account No. 0001-1310-S123-006300 to Urban Media, LLC, for media services promoting the Neighborhood Improvement Jobs Opportunity program.

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Dana J. Zelazny
October 9, 2017