

**FY 2022 Recommended Budget
Council Budget Motion Operating Worksheet # 2**

Councilor: Summerville **Motion Title:** Social Media Marketing Contractual Services

Motion:

I move to amend the recommended budget to transfer \$50,000 to social media marketing contractual services from the council reserve and professional and consulting general accounts for adoption of the FY 2022 budget.

Purpose/Objective for Amendment: (In broad terms, describe what policy objective or budget outcome you would like to achieve with this motion)

Social media marketing contractual services will allow the City Council and Staff to connect and inform to the Public, send out brand messaging, and provide improved communication. These contracted experts should have skills in editing and development in video, marketing materials and social media not just social messaging. The City Manager and Councilor Summerville are recommending one time funding for a trial year and make recommended changes in the next biennium budget. The recommended funding level is at \$50,000.

Budget Team Action:

The budget team recommend using the last of Council reserve of \$37,612 and a transfer of \$12,388 come from professional and consulting within the general accounts.

Pass: **Yes** **No**