

City of Columbia

701 East Broadway, Columbia, Missouri 65201



Agenda Item Number: B 190-15

Department Source: Public Works

To: City Council

From: City Manager & Staff

Council Meeting Date: 7/6/2015

Re: Appropriating Funds for Columbia Regional Airport Advertising Budget

Documents Included With This Agenda Item

Council memo, Resolution/Ordinance

Supporting documentation includes: None

Executive Summary

Authorizing an appropriation to the Columbia Regional Airport advertising budget for FY2015.

Discussion

As part of American Airlines expansion of services with the second daily Chicago flight, additional marketing opportunities were employed to work towards ensuring the revenue backstop was not required for the additional service. Public Works marketing staff worked with Zimmer Radio & Marketing, and Cumulus Radio, to secure additional marketing services. Advertising funds were leveraged with both Zimmer and Cumulus and each provided dollar for dollar matches for additional paid advertising and marketing of COU within our market. With this legislation, staff is requesting to appropriate additional funds to the airport's advertising budget.

Fiscal Impact

Short-Term Impact: Appropriating \$95,000 from Transportation Sales Tax funds to the airport's advertising budget.

Long-Term Impact: None

Vision, Strategic & Comprehensive Plan Impact

Vision Impact: Economic Development, Education, Transportation

Strategic Plan Impact: Growth Management

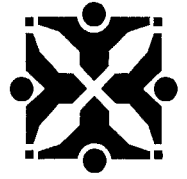
Comprehensive Plan Impact: Mobility, Connectivity, and Accessibility

Suggested Council Action

Pass the legislation appropriating funds to the Columbia Regional Airport's advertising budget.

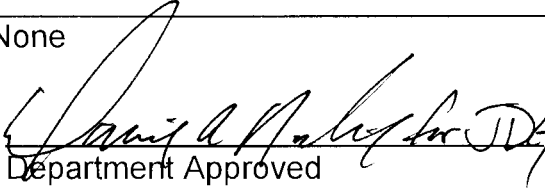
City of Columbia

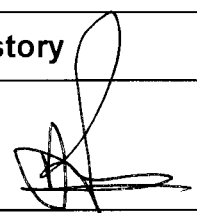
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Legislative History

None


Department Approved


City Manager Approved

Introduced by _____

First Reading _____

Second Reading _____

Ordinance No. _____

Council Bill No. B 190-15

AN ORDINANCE

appropriating funds for costs associated with advertising for the
Columbia Regional Airport; and fixing the time when this
ordinance shall become effective.

BE IT ORDAINED BY THE COUNCIL OF THE CITY OF COLUMBIA, MISSOURI,
AS FOLLOWS:

SECTION 1. The sum of \$95,000.00 is hereby appropriated from the Transportation
Sales Tax Account No. 221-0000-101.01-00 to the Airport Publishing and Advertising
Account No. 554-6210-650.43-10 for costs associated with advertising for the Columbia
Regional Airport.

SECTION 2. This ordinance shall be in full force and effect from and after its
passage.

PASSED this _____ day of _____, 2015.

ATTEST:

City Clerk

Mayor and Presiding Officer

APPROVED AS TO FORM:

City Counselor

CERTIFICATION: I certify there are sufficient funds available in the Transportation Sales
Tax Account No. 221-0000-101.01-00 to cover the above
appropriation.

Director of Finance