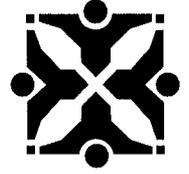


# City of Columbia

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

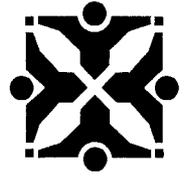
Comprehensive Plan Impact: Mobility, Connectivity, and Accessibility

## Suggested Council Action

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

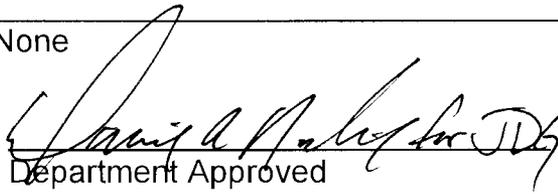
# City of Columbia

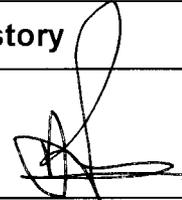
701 East Broadway, Columbia, Missouri 65201



## 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