

RESOLUTION NO. 2215-19

**A RESOLUTION OF THE CITY OF HANNIBAL AMENDING THE FY2019 BUDGET (NO. 5) TO
RECOGNIZE A TRANSFER OF REVENUES AND EXPENDITURES RELATIVE TO THE
HANNIBAL CONVENTION & VISITOR'S BUREAU LINE ITEM FOR ADVERTISING &
PROMOTIONS**

WHEREAS, the Convention & Visitors Bureau (HCVB) is striving to increase Hannibal's market share and online presence through promotional opportunities, and

WHEREAS, the HCVB is requesting a budget transfer/amendment, placing \$23,265.00 into their HCVB reserves revenue account of #48.1079 and \$15,985.00 into other state grants revenue account #48.1163 to reflect a transfer of \$39,250.00 for advertising / promotions in account #48.48.569, and

WHEREAS, a budget amendment is necessary in order to accomplish the objectives stated herein, which were unforeseen at the time of adoption of the FY2019 budget,

WHEREAS, the FY2019 budget must now be amended to recognize the additional revenues and expenses associated with the above.

NOW THEREFORE BE IT RESOLVED BY THE CITY OF HANNIBAL, MISSOURI:

SECTION ONE: The FY2019 budget is hereby amended to reflect the following:

A. The following to be transferred to the Convention and Visitors Bureau FY2019 budget from their reserves fund:

1. 48.1079 – HCVB Reserves	\$23,265.00
2. 48.1163 – Other State Grants	\$15,985.00
3. 48.48.569 – Advertising/Promotion	\$39,250.00

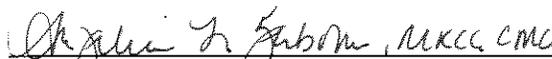
SECTION TWO: This Resolution shall become effective immediately upon its adoption and approval.

ADOPTED 18th day of June, 2019

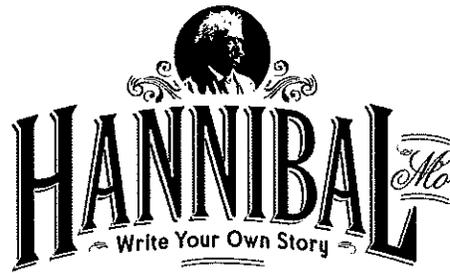
APPROVED 18th day of June, 2019


James R. Hark, Mayor

ATTEST:


Angelica N. Zerbonia-Chaplin, MRCC, CMO - City Clerk

Gail Bryant, CTIS
Director



Megan Rapp, CTIS
Assistant Director

MEMORANDUM

TO: Mayor James Hark and City Council Members
FROM: Gail Bryant, Director of Conventions & Tourism
REGARDS: Budget Adjustment Request
DATE: June 10, 2019

BUDGET ADJUSTMENT / RESERVE TRANSFER

With the support from the HCVB board, we would like to increase our spring ad campaign to enhance our current programs and upgrade website software. We request a budget transfer from our reserve funds to our current budget as outlined below. The budget amendment is necessary in order to accomplish the objectives stated herein, which were unforeseen at the time of adoption of the FY2019 budget.

We request a budget amendment as follows: \$39,250.00 in revenue line items #48.1079 - HCVB Reserves for \$23,265.00 and #48.1163 - Other State Grants for \$15,985.00; and to expenditure line item #48.48.569 - Advertising/Promotion \$39,250.00. The additional ad placements with Pandora and Facebook in our spring ad campaign (\$31,970) and a website/software upgrade (\$7,280) due to the continuous increase of mobile usage has created a demand.

HCVB Staff requests approval for a budget amendment to transfer reserve funds to our FY2019 budget as outlined above.