

7. Recommended funding source:

New revenue source _____

Service level reduction _____

Other General Fund Budget Stabilization Fund

Please describe recommended funding source: The project will be funded from the Budget Stabilization Fund in the General Fund.

8. Staff evaluation and recommendation of proposed budget issue:

Because there is no specific issue or event being targeted, the advertising campaign may not be as effective. Also, this may be better done on a regional basis. More factual information is needed be able to produce measurable results of effectiveness.

Refer budget issue for consideration in Recommended Budget _____

Defer budget issue to future fiscal year _____

Drop budget issue X

Reviewed by:

Kent Steffens
Kent Steffens, Director of Public Works

Reviewed by:

Robert Walker
Robert Walker, Interim City Manager