

February 5, 2024

To: Members of the Budget and Finance Committee

202400413

From: Sheryl M. M. Long, City Manager

Subject: Emergency Ordinance - Human Resources: In-Kind Radio Advertising Donation

Attached is an Emergency Ordinance captioned:

AUTHORIZING the City Manager to accept an in-kind donation of radio advertising from Superior Credit Union, valued at approximately \$800, to inform the public of the Mayor's Youth Job Exposition to be held at the Duke Energy Convention Center on February 24, 2024.

Approval of this Emergency Ordinance will authorize the City Manager to accept an in-kind donation of radio advertising from Superior Credit Union, valued at approximately \$800, to inform the public of the Mayor's Youth Job Exposition to be held at the Duke Energy Convention Center on February 24, 2024.

The Department of Human Resources (HR) is currently piloting a program to increase youth employment and financial empowerment through the Career Pathways Initiative (CPI). In September 2023, HR partnered with Superior Credit Union to support the CPI by promoting financial literacy and the benefits of banking. Superior Credit Union has generously offered to donate some of their existing radio timeslots to promote the Mayor's Youth Job Exposition, which is a component of the CPI.

Acceptance of this in-kind donation does not require new FTEs/full time equivalents or matching funds.

Acceptance of this in-kind donation is in accordance with the "Collaborate" goal to "[w]ork in synergy with the Cincinnati community" as described on pages 209-212 of Plan Cincinnati (2012).

The reason for the emergency is the need for the City to use this radio advertisement opportunity to reach as many people as possible prior to the Mayor's Youth Job Exposition to be held at the Duke Energy Convention Center on February 24, 2024.

The Administration recommends passage of this Emergency Ordinance.

cc: Andrew M. Dudas, Budget Director
Karen Alder, Finance Director

Attachment

