Memorandum

MIAMI-DADE COUNTY

Date: September 19, 2014

To: Honorable Xavier L. Suarez
County Commissioner

From: Carlos A. Gimenez
Mayor

Subject: County Advertising - Proposed Budget for FY 2014-15

In response to your recent request for information regarding County Advertisement, Community Information and Outreach has prepared the attached summary of FY 2014-15 proposed budget allocations for radio, newspaper and print media advertising expenditures.

If you have any additional questions, please contact Henry F. Sorí, Director, Community Information and Outreach, at 305-375-2512.

Attachment

c. Michael A. Hernández, Director of Communications, Office of the Mayor
Henry F. Sorí, Director, Community Information and Outreach

DEPARTMENT	NEWSPAPER LEGAL PUBLIC NOTICE	NEWSPAPER PROMOTIONAL	NEWSPAPER EMPLOYMENT ONLY	MAGAZINE ADVERTISING	RADIO ADVERTISING	COMMUNITY PERIODICAL ADS (CPP)	TOTAL BUDGET
As of August 18, 2014	31401	31402	31403	31406	31408	31412	
Animal Services		$ 3,000					$ 3,000
Budget	$ 38,000	$ 3,000			$ 3,000		$ 44,000
County Commission		$ 16,000			$ 3,000	$ 30,900	$ 49,900
Clerk of Court	$ 284,000						$ 284,000
Comm Action Human		$ 5,000	$ 1,450		$ 1,500		$ 7,950
Cultural Affairs		$ 90,000		$ 8,000	$ 120,500	$ 17,000	$ 235,500
Comm Ethic	$ 300						$ 300
Elections	$ 563,400						$ 563,400
Finance	$ 45,000	$ -	$ -	$ -		$ 10,000	$ 55,000
Human Resources	$ 600	$ -	$ -	$ -	$ -		$ 600
Homeless Trust	$ 20,100						$ 20,100
Internal Service	$ 37,100					$ 15,000	$ 52,100
Libraries		$ 1,000			$ 4,000		$ 5,000
Metro Planning	$ 15,000						$ 15,000
Office of the Mayor	$ 5,000						$ 5,000
Economic Advisory	$ -	$ 21,000			$ 14,000		$ 35,000
Transit	$ 30,000	$ 55,000	$ 4,500	$ 50,000	$ 100,000	$ -	$ 239,500
Property Appraiser	$ 2,500	$ 2,000			$ 3,000		$ 7,500
Reg & Eco Resources	$ 257,000	$ 1,000	$ 4,000	$ 2,000			$ 264,000
Parks	$ 34,600	$ 63,700	$ 2,000	$ 120,200	$ 64,800	$ 32,900	$ 318,200
PW/Waste Mgmt	$ 19,100	$ 103,700	$ 500	$ 5,000	$ 100,000	$ 30,000	$ 258,300
Seaport	$ 2,600						$ 2,600
Aviation	$ 58,250	$ 3,700	$ 11,600	$ 153,000	$ -	$ 30,000	$ 256,550
Housing	$ 57,000	$ 31,000	$ -	$ -	$ -	$ -	$ 88,000
WASD	$ 71,200	$ -	$ -	$ -	$ 200,000	$ -	$ 271,200
	$ 1,540,750	$ 399,100	$ 24,050	$ 338,200	$ 613,800	$ 165,800	$ 3,081,700