

1 [Authorizing the Clerk of the Board to Transfer Funds to Outreach Advertising Revenue Fund -
2 Not to Exceed \$40,000]

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3 **Ordinance authorizing the Clerk of the Board to transfer funds to the Board of**
4 **Supervisors Outreach Advertising Revenue Fund in an amount not to exceed \$40,000.**

5 NOTE: Additions are *single-underline italics Times New Roman*;
6 deletions are ~~*strike-through italics Times New Roman*~~.
7 Board amendment additions are double-underlined;
8 Board amendment deletions are ~~strike-through normal~~.

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9 Be it ordained by the People of the City and County of San Francisco:

10 Section 1. Findings.

11 (a) Administrative Code, Section 2.81.2, requires the Purchaser to establish an
12 outreach fund by withholding 10 percent of all revenue paid to each official newspaper. The
13 outreach fund must be used for the purpose of placing weekly outreach advertisements in
14 selected outreach periodicals, and outreach advertisements must be paid for solely by using
15 monies from the outreach fund.

16 (b) Administrative Code, Section 10.100-40, establishes the Board of Supervisors
17 Outreach Advertising Revenue Fund to receive monies withheld from payments to official
18 newspapers for official advertising.

19 (c) The Purchaser and the Clerk of the Board of Supervisors anticipate that the
20 funds in the Board of Supervisors Outreach Advertising Revenue Fund may not cover the full
21 cost of outreach advertising in Fiscal Year 2013-14.

22 (d) It is the intent of the Board of Supervisors in adopting this Ordinance that the
23 Clerk of the Board should transfer other available funds in the department's budget for Fiscal
24 Year 2013-14 into the Board of Supervisors Outreach Advertising Revenue Fund to pay for
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1 outreach advertising during the fiscal year, as long as the Clerk of the Board transfers no
2 more than \$40,000 for that purpose during the fiscal year.

3 Section 2. Authorization.

4 (a) The Board of Supervisors hereby directs the Clerk of the Board to work with the
5 Controller and the Purchaser to transfer additional funds from the Clerk of the Board's Fiscal
6 Year 2013-14 budget appropriation, consistent with the Annual Appropriation Ordinance, in an
7 amount not to exceed \$40,000, to ensure full and adequate outreach, as directed by the
8 Board of Supervisors in Resolution No. _____ (File No. 130566).

9 (b) Notwithstanding any other restrictions regarding deposits into the Board of
10 Supervisors Outreach Advertising Revenue Fund in Administrative Code, Sections 2.81.2 and
11 10.100-40, the Clerk of the Board may transfer from the department's appropriated budget an
12 amount not to exceed \$40,000 into that fund for use in Fiscal Year 2013-14.

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15 APPROVED AS TO FORM:
16 DENNIS J. HERRERA, City Attorney

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18 By: _____
19 JON GIVNER
20 Deputy City Attorney

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