

## FISCAL IMPACT STATEMENT

Indicate the **Total Fiscal Impact** of the action requested, including personnel, operating, and capital costs. Indicate costs for the current fiscal year and continuing costs in future years. Include all related costs necessary to place the asset in service.

**1. DESCRIPTION:** Funding of salaries and benefits for the continued employment of Jennifer Laney, as the Orlando Venues Social Media Coordinator within the Marketing Division of the Orlando Venues (Program 570). The current contract ends on August 28, 2014 with the new agreement covering the period of August 29, 2014 to August 28, 2016.

**COSTS:**

2. Does the acceptance of this action require the hiring of additional or new personnel or the use of overtime?  
 Yes  No (if Yes, include all personnel costs below).

3. Is the action funded in the current year budget and/or through reallocation of existing Department resources:  
 Yes  No If No, how will this item be funded? \_\_\_\_\_

Did this item require BRC action?  Yes  No If Yes, BRC Date: \_\_\_\_\_ BRC Item #: \_\_\_\_\_

4. This item will be charged to Fund/Dept/Program/Project: 4001\_F/Venues/VEN0001\_C.

5.	(a) Current Year Estimate	(b) Next Year Annualized	(c) Annual Continuing Costs Thereafter
Personnel	\$6,168.00	\$74,012.00	\$69,880.00
Operating			
Capital			
<b>Total</b>	<u>\$6,168.00</u>	<u>\$74,012.00</u>	<u>\$69,880.00</u>

6. If costs do not continue indefinitely, explain nature and expiration date of costs: This is a two-year agreement. Contract expires August 28, 2016.

**7. OTHER COSTS**

(a). Are there any future costs, one-time payments, lump sum payments, or other costs payable for this item at a later date that are *not* reflected above:  Yes  No

(b) If yes, by Fiscal Year, identify the dollar amount and year payment is due: \$ n/a Payment due date \_\_\_\_\_

(c) What is the nature of these costs: n/a

**REVENUE:**

8. What is the estimated increase in "valuation" added to the tax rolls? \$ n/a. Tax roll increase is:  
 real property,  tangible personal property,  other (identify \_\_\_\_\_).

9. What is source of the revenue and the estimated annual recurring revenue? Source: n/a \$ \_\_\_\_\_

10. If non-recurring, what is the estimated Fiscal Year and amount of non-recurring revenue that will be realized? Source \_\_\_\_\_

Fiscal year \_\_\_\_\_ \$ \_\_\_\_\_ non-recurring revenue

11. What is the Payback period? n/a years

**12. JUSTIFICATION:** Document justification for request. Include anticipated economies or efficiencies to be realized by the City, including reductions in personnel or actual cost (cash flow) reductions to be realized in your budget. Funding for the salaries and benefits of a contractual Social Media Coordinator within the Orlando Venues Marketing Department. The continued employment contract begins August 29, 2014 and ends on August 28, 2016.

**13. APPROVED:** Allen Johnson (Submitting Director or authorized Division Mgr **Only**)