

MILWAUKEE COUNTY FISCAL NOTE FORM

DATE: February 19, 2021

Original Fiscal Note

Substitute Fiscal Note

SUBJECT: Report from the Director, Office on African American Affairs (OAAA), requesting approval of an administrative appropriation transfer of \$100,000 from 109-8902 Office on African American Affairs Appropriation for Contingencies Allocations to 109-6030 Office on African American Affairs Advertising, to implement a 2021 strategic marketing campaign.

FISCAL EFFECT:

- | | |
|---|---|
| <input checked="" type="checkbox"/> No Direct County Fiscal Impact
<input type="checkbox"/> Existing Staff Time Required
<input type="checkbox"/> Increase Operating Expenditures
(If checked, check one of two boxes below)
<input type="checkbox"/> Absorbed Within Agency's Budget
<input type="checkbox"/> Not Absorbed Within Agency's Budget
<input type="checkbox"/> Decrease Operating Expenditures
<input type="checkbox"/> Increase Operating Revenues
<input type="checkbox"/> Decrease Operating Revenues | <input type="checkbox"/> Increase Capital Expenditures
<input type="checkbox"/> Decrease Capital Expenditures
<input type="checkbox"/> Increase Capital Revenues
<input type="checkbox"/> Decrease Capital Revenues
<input checked="" type="checkbox"/> Use of contingent funds |
|---|---|

Indicate below the dollar change from budget for any submission that is projected to result in increased/decreased expenditures or revenues in the current year.

	Expenditure or Revenue Category	Current Year	Subsequent Year
Operating Budget	Expenditure		
	Revenue		
	Net Cost		
Capital Improvement Budget	Expenditure		
	Revenue		
	Net Cost		

DESCRIPTION OF FISCAL EFFECT

In the space below, you must provide the following information. Attach additional pages if necessary.

- A. Briefly describe the nature of the action that is being requested or proposed, and the new or changed conditions that would occur if the request or proposal were adopted.
- B. State the direct costs, savings or anticipated revenues associated with the requested or proposed action in the current budget year and how those were calculated. ¹ If annualized or subsequent year fiscal impacts are substantially different from current year impacts, then those shall be stated as well. In addition, cite any one-time costs associated with the action, the source of any new or additional revenues (e.g. State, Federal, user fee or private donation), the use of contingent funds, and/or the use of budgeted appropriations due to surpluses or change in purpose required to fund the requested action.
- C. Discuss the budgetary impacts associated with the proposed action in the current year. A statement that sufficient funds are budgeted should be justified with information regarding the amount of budgeted appropriations in the relevant account and whether that amount is sufficient to offset the cost of the requested action. If relevant, discussion of budgetary impacts in subsequent years also shall be discussed. Subsequent year fiscal impacts shall be noted for the entire period in which the requested or proposed action would be implemented when it is reasonable to do so (i.e. a five-year lease agreement shall specify the costs/savings for each of the five years in question). Otherwise, impacts associated with the existing and subsequent budget years should be cited.
- D. Describe any assumptions or interpretations that were utilized to provide the information on this form.

A. The Office on African American Affairs is requesting the Milwaukee County Board of Supervisors authorize the Office of the Comptroller and the Department of Administrative Services Performance, Strategy and Budget to establish an appropriation transfer from 109-8902 Office on African American Affairs Appropriation for Contingencies Allocations to 109-6030 Office on African American Affairs Advertising for ad buys for marketing and awareness campaign. OAAA is requesting this appropriation transfer to execute a marketing and communications campaign to coordinate with the County Executive and Board of Supervisors to share Milwaukee County's vision and strategic plan with both internal and external audiences.

B. The total funding available in the 2021 OAAA Budget in Appropriation for Contingencies Allocations (109-8902) is \$100,000.

C. In 2021, \$100,000 will be available. At this time no additional funding has been identified for future year budgets.

D. This is a one-time project without future budget year implications.

Department/Prepared By OAAA

Authorized Signature Jeffery K. Roman

Did DAS-Fiscal Staff Review? Yes No

¹ If it is assumed that there is no fiscal impact associated with the requested action, then an explanatory statement that justifies that conclusion shall be provided. If precise impacts cannot be calculated, then an estimate or range should be provided.

Did CBDP Review?²

Yes

No

Not Required

² Community Business Development Partners' review is required on all professional service and public work construction contracts.