

RESOLUTION #2010--001

Whereas, the LDFA Board has approved a budget allocation of \$25,000 as its share of the overall cost to conduct the Rochester Hills branding and marketing project in 2010; and

Whereas, the Mayor's Office and the Planning and Economic Development Department budgets were expected to fund the balance of \$25,000; and

Whereas, due to the current difficulties in the economy, the Mayor of Rochester Hills would like to utilize the branding and marketing project to develop materials that will primarily be used to support the City of Rochester Hills' economic development program, and market the LDFA District and Certified Technology Park; and

Whereas, the Mayor of the City of Rochester Hills is requesting that the LDFA fully fund this project; and

Whereas, the LDFA Board, as part of their meeting on January 14, 2009 received input about the branding project funding request.

Resolved, that the Rochester Hills Local Finance Development Authority supports the Administration's efforts to further its economic development objectives and agrees to fund the balance of the marketing project.

Be it Further Resolved that this Resolution of Support be sent to the Mayor and City Council prior to the 2010 first quarter Budget Amendments.