

RESOLUTION NO. 1988-8

AUTHORIZING THE GENERAL MANAGER TO MAKE A COMMITMENT ON THE PART OF THE GREATER CLEVELAND REGIONAL TRANSIT AUTHORITY TO PARTICIPATE IN THE NEW CLEVELAND CAMPAIGN AND AUTHORIZING THE EXPENDITURE OF \$20,000 AS THE GREATER CLEVELAND REGIONAL TRANSIT AUTHORITY'S SHARE OF THAT PROGRAM

WHEREAS, there is a recognized need for a long term professionally executed marketing plan for the greater Cleveland area;

WHEREAS, the objectives of the new Cleveland Campaign are:

- To identify and document Cleveland's strengths and continuing development;
- To communicate these strengths in credible, creative and effective ways; and
- To restore and enhance local, regional and national confidence in Cleveland;

WHEREAS, the New Cleveland Campaign will promote the transportation services available in the Cleveland area.

WHEREAS, The Greater Cleveland Regional Transit Authority will participate on the New Cleveland Campaign's Marketing Advisory Group and receive a direct benefit from the marketing plans developed by the New Cleveland Campaign; and

WHEREAS, the City of Cleveland, the Board of Cuyahoga County Commissioners, the Northeast Ohio Regional Sewer District and the Cleveland Metro Parks System will share in the public funding of the New Cleveland Campaign.

NOW, THEREFORE, BE IT RESOLVED by the Board of Trustees of the Greater Cleveland Regional Transit Authority, Cuyahoga County, Ohio:

Section 1. That the General Manager be and he is hereby authorized to make a commitment on behalf of the Greater Cleveland Regional Transit Authority to participate in the New Cleveland Campaign.

Section 2. That an annual expenditure of \$20,000 for a five-year period, to be reviewed annually, be and it is hereby authorized as the Greater Cleveland Regional Transit Authority's share of the public funding for the New Cleveland Campaign.

Section 3. That the participation of the Greater Cleveland Regional Transit Authority in the New Cleveland Campaign and the

Resolution No. 1988-8

Page 2

authorization of funds contained herein is specifically conditioned on the participation and funding by the City of Cleveland, Board of Cuyahoga County Commissioners, the Northeast Ohio Regional Sewer District, and the Cleveland Metro Parks.

Section 4. That it is hereby determined by the Board of Trustees that the Greater Cleveland Regional Transit Authority will derive a direct benefit from its participation in the New Cleveland Campaign, and the expenditure authorized by this resolution is for a proper public purpose.

Section 5. That this resolution shall become effective immediately upon its adoption.

Adopted: January 5, 1988



President

Attest: 

Secretary-Treasurer