

A RESOLUTION

08-R-0188

BY COUNCILMEMBER IVORY LEE YOUNG, JR

AS SUBSTITUTED

BY: FINANCE/EXECUTIVE COMMITTEE

**AUTHORIZING A PERFORMANCE AUDIT OF
THE BRAND ATLANTA CAMPAIGN THAT IS
CURRENTLY FUNDED BY THE CITY OF
ATLANTA; AND FOR OTHER PURPOSES.**

WHEREAS, a performance audit of the Brand Atlanta Campaign should be performed to determine whether or not the goals of the project are being met; and

WHEREAS, this performance audit of this campaign would provide valuable insight into the rationale for the continuation of the funding for this project as the city of Atlanta grapples with spending issues of its own; and

WHEREAS, the city of Atlanta has spent \$10,000,000.00 to date on this project with the promise of creating 60,000 jobs by 2009; and

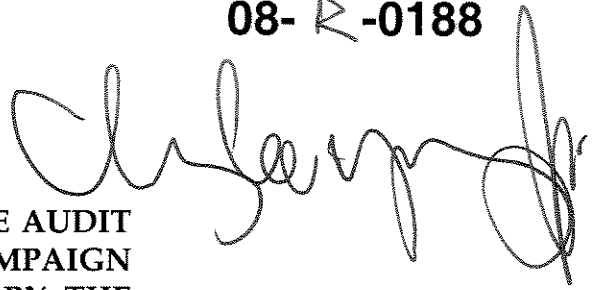
WHEREAS, a performance audit would justify to the Council the continuation of funding for this campaign by determining whether or not we are on target to meet or exceed the goals set in legislation 05-R-2277; and

WHEREAS, citizens of Atlanta would benefit from this performance audit which would provide data indicating whether or not the funds being spent currently on Brand Atlanta are justified or whether we would be better served having these funds spent elsewhere for the betterment of the taxpayers of the City of Atlanta.

NOW THEREFORE, THE CITY COUNCIL OF THE CITY OF ATLANTA, GEORGIA, HEREBY RESOLVES, and requests that the City of Atlanta Audit Committee authorize the Internal Auditor of the City of Atlanta ("City") to conduct a performance audit of the Brand Atlanta Campaign.

A RESOLUTION

BY COUNCILMEMBER IVORY LEE YOUNG, JR



**AUTHORIZING A PERFORMANCE AUDIT
OF THE BRAND ATLANTA CAMPAIGN
THAT IS CURRENTLY FUNDED BY THE
CITY OF ATLANTA; AND FOR OTHER
PURPOSES.**

WHEREAS, a performance audit of the Brand Atlanta Campaign should be performed to determine whether are not the goals of the project are being met; and

WHEREAS, this performance audit of this campaign would provide valuable insight into the rationale for the continuation of the funding for this project as the city of Atlanta grapple with spending issues of its own; and

WHEREAS, the city of Atlanta has spent \$10,000,000.00 to date on this project with the promise of creating 60,000 jobs by 2009; and

WHEREAS, a performance audit would justify to the Council the continuation of funding for this campaign by determining whether or not we are on target to meet or exceed the goals set in legislation 05-R-2277; and

WHEREAS, citizens of Atlanta would benefit from this performance audit which would provide data indicating whether or not the funds being spent currently on Brand Atlanta are justified or whether we would be better served having these funds spent elsewhere for the betterment of the taxpayers of the City of Atlanta.

NOW THEREFORE, BE IT RESOLVED BY THE COUNCIL OF THE CITY OF ATLANTA as follows:

SECTION 1: That the Mayor authorize a performance audit of the Brand Atlanta Campaign with the results forwarded to the Mayor and Community Development/Human Resources Committee of the City Council no later than sixty (60) days from the date of approval.

SECTION 2. That all resolutions and parts of resolutions in conflict herewith be hereby repealed in this instance only.