

- 1 • Identifies opportunities for iconic sign rehabilitation, replacement or
- 2 development and establishes a City-sponsored program that accomplishes
- 3 this work in collaboration with businesses and property owners;
- 4 • Establishes a marketing and business promotion program; and
- 5 • Implements a clean-up and maintenance program that addresses
- 6 litter, street cleaning, landscape maintenance, and immediate removal of
- 7 obstructions from public ways and sidewalks.

8 **SECTION 2. Reporting.** The City Administration shall submit a report of its
 9 progress on this program to the City Council for its receipt by January 15,
 10 2023.

11 **SECTION 3. Appropriation.** \$250,000 in one-time funding is unreserved
 12 from the fund balance and appropriated to the Cultural Services Department to
 13 administer in collaboration with other relevant City Departments for purposes
 14 of funding this program during FY 23, as follows:

| | | |
|----|-------------------------------------|-----------------------|
| 15 | | |
| 16 | <u>FUND BALANCE</u> | (\$250,000.00) |
| 17 | | |
| 18 | <u>GENERAL FUND – 110</u> | |
| 19 | Cultural Services Department | |
| 20 | Route 66 Improvement Plan | \$250,000.00 |
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