

Marketing Department Budget Reductions

Cost Center 116 Object Codes to be reduced.
FY 2009-10 to FY 2008-09 comparison.

Reduction in Marketing/Advertising	<u>2008-09</u> \$200,000	<u>2009-10</u> \$45,000	78% Reduction
Reduction in Postage	<u>2008-09</u> \$30,000	<u>2009-10</u> \$5,000	84% Reduction
Reduction in Contractors (Peralta TV)	<u>2008-09</u> \$208,800	<u>2009-10</u> \$186,780	11% Reduction
Total Marketing Department Budget (excluding salaries)	<u>2008-09</u> \$571,866	<u>2008-09</u> \$390,466	32% Total Reduction