



MEMORANDUM

DATE: May 7, 2025

TO: Assembly Finance Committee

FROM: Alexandra Pierce, Visitor Industry Director

SUBJECT: Downtown Ambassador Program Clarification

Assemblymember Steininger requested clarification on a discrepancy in funding for the Downtown Business Association. When the Marine Passenger Fee budget was originally presented, the line item for the \$75,000 Downtown Ambassador Program was included in the spreadsheet showing the requests that staff recommended for funding. However, when considering the FY25 budget, the Assembly recommended funding Downtown Ambassador program as a one-time expense. Staff realized that we had made that recommendation in error and removed the line item from the memo with the funding recommendation but not the spreadsheet showing combined requests and initial staff recommendations. At the April 16 AFC meeting, Deputy Manager Barr clarified that all approved funding for DBA was one-time in nature. This memo will serve as a clarification for the record.