


TRANSMITTAL MEMO

TO: Stephanie Rawlings-Blake, President, City Council  
Members of City Council

FROM: Peter Little, Executive Director 

DATE: October 24, 2008

RE: ORDINANCE 08-0071R



I am herein reporting on City Council Bill 08- introduced by Council President Rawlings-Blake, Councilmembers Middleton, Young, Curran, Branch, Holton, Cole, Reisinger, Kraft, Spector, Conaway and Welch, for the purpose of requesting the Executive Director of the Parking Authority of Baltimore City to address the City Council on the feasibility of selling advertising and marketing space in City-owned garages, as a means of generating new revenue.

The Parking Authority has long considered alternative revenue generating methods including advertising and marketing concepts in City-owned garages. Our staff has researched and explored such advertising opportunities, including collaboration with the Baltimore Office of Promotion and Arts to put forth a Request for Proposals (RFP). The RFP would identify interested vendors and potential new concepts, while considering the safety of parkers and pedestrians by limiting signage that may distract drivers.

The Parking Authority believes that a well managed advertising program can provide additional revenue, promote the City's programs and activities, and serve to inform citizens and visitors. Through our collaborative efforts with Baltimore Office of Promotion and Arts, we feel we can deliver on all these points. For reasons noted above, the Parking Authority supports City Council Bill 08-0017R and looks forward to the opportunity to speak to Council regarding this matter.

