

FROM	NAME & TITLE	Andrew W. Kleine, Chief <i>AWK</i>
	AGENCY NAME & ADDRESS	Bureau of the Budget and Management Research Room 469, City Hall (396-4941)
	SUBJECT	City Council Bill # 08-0071R

CITY of
BALTIMORE
MEMO



TO The Honorable President and
Members of the City Council
Room 400, City Hall

November 7, 2008

Attention: Karen Randle

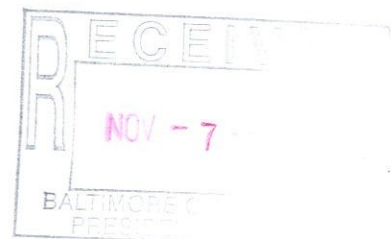
City Council Bill # 08-0071R is for the purpose of requesting the Executive Director of the Parking Authority of Baltimore City to address the City Council on the feasibility of selling advertising and marketing space in City-owned garages, as a means of generating new revenue.

The City has a similar program with the MTA through the Baltimore Office of Promotion and the Arts (BOPA) to sell advertising and marketing spaces on separate bus shelters in the City. Currently, there are 199 locations. In FY 2008, the City received \$242,000 as revenue income, and BOPA spent \$35,000 to cover costs on graphics/printing, installer fees, supplies, and related administrative cost.

The Department of Finance is not able to determine at this time the fiscal impact, if any, should Council Bill 08-0071R be passed, and therefore, defers to the Parking Authority in this regard.

Cc: Edward Gallagher
Angela Gibson

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*Defers to
Parking
Authority*