

**CITY OF BALTIMORE  
COUNCIL BILL 08-0071R  
(Resolution)**

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Introduced by: President Rawlings-Blake, Councilmembers Middleton, Young, Curran, Branch,  
Holton, Cole, Reisinger, Kraft, Spector, Conaway, Welch

Introduced and read first time: October 6, 2008

Assigned to: Taxation, Finance and Economic Development Committee

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REFERRED TO THE FOLLOWING AGENCIES: Department of Finance, Baltimore City Parking  
Authority Board

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A RESOLUTION ENTITLED

1 A COUNCIL RESOLUTION concerning

2 **Parking Authority of Baltimore City - Advertising Revenue**

3 FOR the purpose of requesting the Executive Director of the Parking Authority of Baltimore City  
4 to address the City Council on the feasibility of selling advertising and marketing space in  
5 City-owned garages, as a means of generating new revenue.

6 **Recitals**

7 As a way to find new revenues for cash-strapped local government, County Commissioners  
8 in Shelby County, Tennessee recently approved legislation allowing the sale of naming rights  
9 and ad space on county property. In introducing the measure, the bill's sponsor stated that  
10 "everybody recognizes that the county has the need, in these tough economic times, for  
11 additional revenues, and a lot of counties around the country are generating dollars other than tax  
12 dollars, by selling advertising, sponsorships, and naming rights to corporate entities."

13 According to *Public Law Journal*, an official publication of the State Bar of California public  
14 law section: "Nationwide, cities and other government entities are generating revenue from  
15 private advertising on public property. Among other places, for example, municipalities have  
16 leased advertising space on buses, bus shelters, parking meters, and trash cans. School districts  
17 have made advertising space available on baseball field fences and in student newspapers,  
18 yearbooks, and athletic programs. Transportation authorities have opened advertising space in  
19 subway and railroad stations."

20 The Parking Authority of Baltimore City is charged with managing current parking assets,  
21 developing new parking assets where needed, and implementing parking demand initiatives.  
22 The Authority is responsible for the management of 17 garages that have the capacity to park  
23 over 8800 vehicles. Advertising in these facilities will not only generate needed revenue for the  
24 City, but it will also serve the purpose of informing residents, workers, and visitors to the City of  
25 available goods and services.

26 **NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF BALTIMORE**, That the  
27 Executive Director of the Parking Authority of Baltimore City is requested to address the City  
28 Council on the feasibility of selling advertising and marketing space in City-owned garages, as a  
29 means of generating new revenue.

EXPLANATION: Underlining indicates matter added by amendment.  
~~Strike out~~ indicates matter deleted by amendment.

**Council Bill 08-0071R**

1           **AND BE IT FURTHER RESOLVED**, That a copy of this Resolution be sent to the Mayor, the  
2           Executive Director of the Parking Authority of Baltimore City, the Director of Finance, and the  
3           Mayor's Legislative Liaison to the City Council.