

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

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

Committee Report: Favorable as amended
Adopted: February 23, 2009

A COUNCIL RESOLUTION CONCERNING

Parking Authority of Baltimore City - Advertising Revenue

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.

Recitals

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

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

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

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF BALTIMORE, That the Executive Director of the Parking Authority of Baltimore City is requested 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.

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

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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.