



Legislation Details (With Text)

File #: 08-0071R **Version:** 0 **Name:** Parking Authority of Baltimore City - Advertising Revenue
Type: City Council Resolution **Status:** Adopted
File created: 10/6/2008 **In control:** Taxation, Finance and Economic Development Committee
On agenda: **Final action:** 2/23/2009
Enactment date: **Enactment #:**
Title: 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.

Sponsors: Stephanie President Rawlings-Blake, Sharon Green Middleton, Robert Curran, Warren Branch, Helen L. Holton, William H. Cole, IV, Edward Reisinger, James B. Kraft, Rochelle Spector, Belinda Conaway, Agnes Welch

Indexes: Advertising, Parking Authority, Resolution, Revenue

Code sections:

Attachments: 1. 08-0071R - 1st Reader.pdf, 2. Parking Authority - 08-0071R.pdf, 3. Finance - 08-0071R.pdf, 4. 08-0071R - Adopted.pdf

Date	Ver.	Action By	Action	Result
2/23/2009	0	City Council	Amended	
2/23/2009	0	City Council	Adopted	
2/9/2009	0	Taxation, Finance and Economic Development Committee	Recommended Favorably	
2/9/2009	0	City Council	Held for 1 meeting	
1/12/2009	0	Taxation, Finance and Economic Development Committee	Scheduled for a Public Hearing	
10/9/2008	0	The City Council	Referred for a Report	
10/9/2008	0	The City Council	Referred for a Report	
10/6/2008	0	City Council	Assigned	
10/6/2008	0	City Council	Introduced	

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INTRODUCTORY*

CITY OF BALTIMORE
COUNCIL BILL R
(Resolution)

Introduced by: President Rawlings-Blake

A RESOLUTION ENTITLED

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.

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

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ccres/Parkingauthority/NF

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ccres/Parkingauthority/NF