



## Legislation Text

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**File #:** 03952, **Version:** 1

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### **Fiscal Note**

There are not sufficient staff or other resources available to accomplish this proposed study within the time frame allowed.

### **Title**

To conduct a study of possible revenues available to the City through advertising.

### **Body**

WHEREAS, over the past few years, Madison has approved the partial wrapping of buses; and

WHEREAS, in subsequent years, full backs and full buses are either approved as places for advertising or being contemplated as such; and

WHEREAS, the City now advertises in parking ramps; and

WHEREAS, these programs produce a good deal of revenue for the enterprises that are able to use them; and

WHEREAS, other cities have also pursued advertising as a source of revenue by advertising on city vehicles, including police cars, naming rights to facilities, etc.; and

WHEREAS, in the recent past, the City has not comprehensively considered or studied the possible sources of revenue that could result from advertising and related commercial ventures;

NOW, THEREFORE, BE IT RESOLVED that the City Comptroller's Office is directed to take the lead on a study intended to:

- ♦ Inventory the possible sources of revenue the City might receive from advertising and related commercial ventures;
- ♦ Estimate the actual amounts that could be realized from each source;
- ♦ Offer visual displays of how such advertising might appear; and
- ♦ Identify any reasons for not pursuing the specific strategy.

BE IT FURTHER RESOLVED that the Department of Planning and Development, in cooperation with the Urban Design Commission, shall comment on each of the media inventoried, discussing the extent to which it is an appropriate display in the public place.

BE IT FURTHER RESOLVED that, in light of the City's ban on billboards, the Office of the City Attorney shall evaluate the legal ramifications of all advertising initiatives included in the study, assuming the most aggressive advertising program for each is approved.

BE IT FINALLY RESOLVED that this study shall be completed in time for decisions to be made that impact the 2007 City of Madison Operating Budget so that the Urban Design Commission and the Board of Estimates can consider the study's findings and offer recommendations to the Mayor and the Common Council for their consideration.