



Legislation Details (With Text)

**File #:** 01057      **Version:** 1      **Name:** Agreement with Adams Advertising for Ramp Advertising

**Type:** Resolution      **Status:** Passed

**File created:** 4/14/2005      **In control:** TRANSIT AND PARKING COMMISSION (ended 06/2018)

**On agenda:** 5/17/2005      **Final action:** 5/17/2005

**Enactment date:** 5/24/2005      **Enactment #:** RES-05-00505

**Title:** Authorizing the Parking Utility to sign an agreement with Adams Outdoor Advertising Limited Partnership to sell and manage advertising services for the City's Parking Utility.

**Sponsors:** Kenneth Golden

**Indexes:**

**Code sections:**

**Attachments:** 1. advertising agreementversion041205.pdf, 2. 01057 registration form.pdf, 3. 01057 registration.pdf

Date	Ver.	Action By	Action	Result
6/7/2005	1	COMMON COUNCIL	Reconsider	Fail
5/17/2005	1	COMMON COUNCIL	Adopt	Pass
5/10/2005	1	TRANSIT AND PARKING COMMISSION (ended 06/2018)	RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER	Pass
5/9/2005	1	BOARD OF ESTIMATES (ended 4/2017)	Return to Lead with the Recommendation for Approval	Pass
5/3/2005	1	COMMON COUNCIL	Refer	
5/3/2005	1	COMMON COUNCIL	Refer	
4/18/2005	1	Finance Dept/Approval Group	Approved Fiscal Note By The Comptroller's Office	
4/18/2005	1	Parking Utility	Referred for Introduction	
4/14/2005	1	Parking Utility	Fiscal Note Required / Approval	

**Fiscal Note**

Revenues of \$75,000 have been included in the 2005 Parking Utility Operating budget. Minimum revenues in 2005 will be approximately \$33,000 with future annual minimum revenues of \$50,000.

**Title**

Authorizing the Parking Utility to sign an agreement with Adams Outdoor Advertising Limited Partnership to sell and manage advertising services for the City's Parking Utility.

**Body**

WHEREAS, the Parking Utility and the Transit and Parking Commission have determined that there is a need to hire an experienced company to sell and manage advertising services for spaces within City-owned parking ramps; and

WHEREAS, Request for Proposals (#7719) based on the terms and conditions contained in the attached Parking Ramp Advertising Agreement was broadcast to 138 potential vendors, and downloaded by 12 interested firms; and

WHEREAS, Adams Outdoor Advertising Limited Partnership, who submitted a proposal guarantee of \$50,000 annually with a potential of \$75,000, has been selected to install and maintain the signs, solicit, select and recommend advertisers, and perform other related services;

NOW, THEREFORE, BE IT RESOLVED that the Common Council authorizes the Parking Utility to proceed with this

agreement and that the Mayor and City Clerk are authorized to sign such agreement.