



Legislation Details (With Text)

File #: 03952 **Version:** 1 **Name:** Conducting a study of possible revenues available to the City through advertising.

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

Sponsors: Kenneth Golden

Indexes:

Code sections:

Attachments:

Date	Ver.	Action By	Action	Result
6/18/2013	1	COMMON COUNCIL	Place On File	Pass
6/13/2013	1	Clerk's Office	RECOMMEND TO COUNCIL TO PLACE ON FILE - REPORT OF OFFICER	
6/20/2006	1	COMMON COUNCIL	Refer	
6/14/2006	1	Finance Dept/Approval Group	Approved Fiscal Note By The Comptroller's Office	
6/14/2006	1	Council Office	Referred for Introduction	
6/13/2006	1	Council Office	Fiscal Note Required / Approval	

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.