

# City of Philadelphia



Council of the City of Philadelphia  
Office of the Chief Clerk  
Room 402, City Hall  
Philadelphia

(Resolution No. 080890)

## RESOLUTION

Authorizing City Council's Committee on Fiscal Stability to hold hearings regarding the feasibility and benefits of implementing a coordinated municipal advertising program in Philadelphia.

WHEREAS, The City of Philadelphia has an interest in exploring new and innovative methods of generating revenue that will ultimately benefit the citizenry as a whole; and

WHEREAS, Advertising on publicly owned property is a proven revenue generating vehicle which can significantly enhance the City's general fund; and

WHEREAS, A coordinated street furniture program can significantly improve the appearance, quality and coordination of street amenities, including bus shelters, telephone and information kiosks, public toilets, newspaper vending machines, and newsstands; and

WHEREAS, In addition to providing an alternative revenue stream, street furniture can make streets more pedestrian friendly by enhancing public circulation and safety, and promoting a positive city identity; and

WHEREAS, Revenue can be realized from allowing private entities to utilize certain approved public facilities for advertising purposes, and even further through private sponsorship of certain public facilities.

WHEREAS, Municipal advertising also provides an opportunity to reduce the total amount of advertising while simultaneously increasing its overall value and revenue for the City, helping to ensure that the consumer is not overwhelmed by media clutter; and

WHEREAS, Comparable programs have been implemented mostly in San Francisco, Boston, Dallas, and St. Louis; and several European cities; and

WHEREAS, These and other cities have realized significant revenue gains through the use of such advertising, with many cities generating upwards of \$40 million in advertising revenue; now therefore be it

# City of Philadelphia

*RESOLUTION NO. 080890 continued*

RESOLVED, That City Council's Committee on Fiscal Stability be authorized to hold hearings regarding the benefits of implementing a coordinated municipal advertising program in Philadelphia.

# City of Philadelphia

*RESOLUTION NO. 080890 continued*

# City of Philadelphia

*RESOLUTION NO. 080890 continued*

CERTIFICATION: This is a true and correct copy of the original Resolution, Adopted by the Council of the City of Philadelphia on the thirteenth of November, 2008.

Anna C. Verna  
PRESIDENT OF THE COUNCIL

Patricia Rafferty  
CHIEF CLERK OF THE COUNCIL

Introduced by: Councilmembers Clarke and DiCicco

Sponsored by: Councilmembers Clarke and DiCicco