

City of Philadelphia



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

(Resolution No. 060818)

RESOLUTION

Authorizing City Council's Committee on Public Property 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 can be a viable revenue generating vehicle that can significantly enhance the city's general fund; and

WHEREAS, In addition, a coordinated street furniture program can augment and significantly improve the appearance, quality and coordination of street furniture amenities for the public, such as 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, 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 European cities, but have been more recently introduced to San Francisco, Boston, Dallas, and St. Louis; and

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

City of Philadelphia

RESOLUTION NO. 060818 continued

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

City of Philadelphia

RESOLUTION NO. 060818 continued

City of Philadelphia

RESOLUTION NO. 060818 continued

CERTIFICATION: This is a true and correct copy of the original Resolution, Adopted by the Council of the City of Philadelphia on the twenty-sixth of October, 2006.

Anna C. Verna
PRESIDENT OF THE COUNCIL

Patricia Rafferty
CHIEF CLERK OF THE COUNCIL

Introduced by: Councilmember Clarke

Sponsored by: Councilmember Clarke