

Reply to Common Council File No. 010766
From DOA-Budget and Management Division

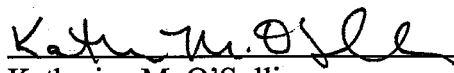
October 3, 2001

Ref: 01017

Common Council File 010766 contains a communication from the Department of Administration Business Operations Division relative to the study of the feasibility of permitting various types of advertising on public property.

The Department of Administration Business Operations Division has issued two Request for Proposals (RFPs) to assist in the study of the feasibility of permitting various types of advertisement on and sponsorship of public property and facilities. These RFPs were issued pursuant to Common Council File 010288 adopted by the Common Council on June 19, 2001. Proposals were due to the City by July 31, 2001. No proposals were received in reference to Advertising Services. One proposal was received relating to Sponsorship Services. After meeting to discuss this proposal, a decision was made to reject this proposal due to a number of concerns, including vendor retainer costs, vendor research fees, a lack of a clear methodology for sponsorship acquisition, and the small scope of the proposed project. The project scope referred only to sponsorship of boulevards and totlots. It was therefore recommended that both RFPs be cancelled and that work should instead begin on convening a group of City personnel to pursue the concept of boulevard and totlot sponsorship throughout the City.

RECOMMENDATION: PLACE ON FILE



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Finance: 010766sr.doc