

SPONSOR(S): ALD. COGGS

AMENDMENT 8A

DEPARTMENT(S)	EFFECT		
	BUDGET	TAX LEVY	TAX RATE PER \$1,000
DEPT. OF CITY DEVELOPMENT	\$+0	\$+0	\$+0.000

FOOTNOTE INTENT

This amendment will add a footnote to the Department of City Development to require the Department, in consultation with the City Attorney’s Office, to examine the feasibility of using City-owned property for advertising purposes.

Footnotes are informational only. It is necessary for the Common Council to adopt legislation to implement the intent of the footnote. If the Common Council fails to pass said legislation, the footnote has no impact.

BACKGROUND

1. Because of revenue losses during the COVID-19 pandemic, the limited range of local tax options available to the City under State law, the decades-long lack of increases in State Shared Revenue, and other factors beyond the City’s control, the City is in need of additional sources of revenue to support its operations.
2. The City owns and maintains a large portfolio of property, including real estate and capital assets like vehicles.
3. City-owned property could potentially be used for advertising by private-sector businesses, thereby creating a new source of revenue for the City.

DISCUSSION

1. This amendment adds a footnote in the Department of City Development budget to require the Department, in consultation with the City Attorney’s Office, to examine the feasibility of using City-owned property for advertising purposes.
2. A resolution may be required to effectuate the intent of the footnote.

EFFECT

The footnote will have no effect on the budget, the tax levy or the tax rate.

Prepared by: Jeff Osterman
Legislative Reference Bureau
Revised: October 27, 2021

OBJECTIVE, OVERALL BUDGET LEVY EFFECT OF THIS POSSIBLE AMENDMENT TO THE 2022 PROPOSED BUDGET

By Ald. Coggs

DEPARTMENT OF CTY DEVELOPMENT

Add footnote directing the Department of City Development, in consultation with the City Attorney's Office, to examine the feasibility of City-owned property being used for advertising. Footnotes are informational only. It is necessary for the Common Council to adopt legislation to implement the intent of the footnote. If the Common Council fails to pass said legislation, the footnote has no impact.

BUDGET	TAX LEVY	TAX RATE EFFECT
<u>EFFECT</u>	<u>EFFECT</u>	<u>(PER \$1,000 A.V.)</u>

Operating Budget

\$+0

\$+0

\$+0.000

BMD-2 PAGE AND LINE NUMBER	DETAILED AMENDMENT	CHANGE IN 2022 POSITIONS OR UNITS COLUMN		CHANGE IN 2022 AMOUNT COLUMN	
		NUMBER TO BE CHANGED	AMOUNT OF CHANGE	AMOUNT TO BE CHANGED	AMOUNT OF CHANGE
140.3-9	SECTION I.A.1. BUDGETS FOR GENERAL CITY PURPOSES DEPARTMENT OF CITY DEVELOPMENT GENERAL MANAGEMENT & POLICY DEVELOPMENT DECSON UNT Add the footnote designator "(E)" to the following line: "Commissioner- City Dev. (B)(C)(D) (X)(Y)"				
140.7-17	Immediately following the line: "Community Improvement Project grant program" Insert the following lines: "(E) The Department of City Development, in consultation with the City Attorney's Office, shall examine the feasibility of City-owned property being used for advertising."				

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