



Legislation Details (With Text)

File #: 211269 **Version:** 1
Type: Resolution **Status:** Passed
File created: 11/23/2021 **In control:** COMMON COUNCIL
On agenda: **Final action:** 12/14/2021

Effective date:
Title: Substitute resolution relating to the feasibility of using City-owned properties for advertising.
Sponsors: ALD. COGGS
Indexes: ADVERTISING, CITY PROPERTY
Attachments: 1. Hearing Notice List

Date	Ver.	Action By	Action	Result	Tally
11/23/2021	0	COMMON COUNCIL	ASSIGNED TO		
11/30/2021	1	CITY CLERK	DRAFT SUBMITTED		
12/7/2021	1	ZONING, NEIGHBORHOODS & DEVELOPMENT COMMITTEE	RECOMMENDED FOR ADOPTION	Pass	4:0
12/14/2021	1	COMMON COUNCIL	ADOPTED	Pass	15:0
12/20/2021	1	MAYOR	SIGNED		

211269
SUBSTITUTE 1

ALD. COGGS
Substitute resolution relating to the feasibility of using City-owned properties for advertising. This resolution directs the Department of City Development in consultation with the City Attorney’s Office, to examine the feasibility of using City-owned properties for advertising.

Whereas, 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 ; and

Whereas, The City owns and maintains a large portfolio of properties, including real estate and capital assets like vehicles; and

Whereas, City-owned properties could potentially be used for advertising by private-sector businesses, thereby creating a new source of revenue for the City; now, therefore, be it

Resolved, By the Common Council of the City of Milwaukee, directs the Department of City Development in consultation with the City Attorney’s Office, to examine the feasibility using City-owned properties for advertising.

LRB 177119 - 2
Heather Wolfgram
11/24/21