



City of Waukesha
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Committee: Finance Committee	Date: 2025-01-28
Common Council Item Number: Kiosk Advertising ID#24-11497	Date: 2025-02-04
Submitted By: Jennifer Andrews	City Administrator Approval: Anthony W. Brown
Finance Department Review: Joseph P. Ciarro	City Attorney's Office Review: Brian Running
Subject: Review and approve the advertising policy and fees for the downtown kiosks.	

Details:
In 2024 the City installed informational kiosks downtown. The kiosks contain a map and business list for downtown and other information relevant to downtown. New and regular visitors to downtown use these kiosks for wayfinding and general information about events happening downtown. There is space on the kiosks for 1 advertiser. Attached is an advertising policy created jointly between Community Development and the City Attorney's office. The policy also references fees for advertising. The initial fee structure will be 1 week \$150, 1 Month \$500, 2 months \$800. These fees will be updated from time to time as the Community Development reviews all its fees and gauges market demand for the space. The funds collected from advertising will be set aside to offset for maintenance and replacement of the kiosks.

Options & Alternatives:

1. Approve the policy and allow advertising on kiosks downtown to generate revenue to offset future costs of operating the kiosks.
2. Deny the policy and not allow advertising on the kiosks.

Financial Remarks:
Revenue will be held in org 5581.

Executive Recommendation:
Approve the policy as drafted by the City Attorney's office and the fees proposed by Community Development.