

**RESOLUTION NO. 52**

**REQUESTING THE DIVISION OF INFORMATION SERVICES TO EXPLORE THE OPTIONS OF SELLING ADVERTISING SPACE ON THE COUNTY WEB SITE**

Introduced: 2/12/07

By Messrs. Domalewicz, McCoy, Morse, Nichols, Riddick, Shafer and Dawson:

WHEREAS, Governments are on a constant search to find ways to cut costs, consolidate services and identify new revenue sources in an effort to reduce the tax burden on citizens, and

WHEREAS, Albany County is one of many municipalities across the country which has sold the naming rights to arenas, convention centers and other public buildings to help finance the principal and interest on bonds floated to construct the buildings, and

WHEREAS, The County also raises revenue from leasing space on the roofs of buildings, such as the nursing homes, for communications antennas, and

WHEREAS, The sale of advertising space on the County Web Site offers an opportunity to raise revenue from businesses and thus reduce the amount needed to balance the County's budget through property taxes, now, therefore be it

RESOLVED, That the Albany County Legislature requests the Division of Information Services to explore the potential for raising revenue and the options available to the County from the sale of advertising space on the County Web Site, and, be it further

RESOLVED, That the Division of Information Services is requested to report its findings within 60 days to the Audit and Finance Committee, and, be it further

RESOLVED, That the Clerk of the Albany County Legislature is directed to forward certified copies of this resolution to the appropriate County Officials.

*Adopted by unanimous vote. 2/12/07*