



CITY OF PHILADELPHIA

OFFICE OF THE MANAGING DIRECTOR
MICHAEL DIBERARDINIS
Managing Director

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April 22, 2016

The Honorable Darrell L. Clarke
Council President
Room 494 City Hall
Philadelphia, PA 19107

Dear Council President Clarke:

This letter responds to your question at the 5-Year Plan hearing regarding directing street furniture advertising revenue to the commercial corridors in which the advertising appears.

The current street furniture and municipal advertising contract with Intersection provides for substantial benefits for the City. The contract allows for street furniture across the City to be replaced or installed, for street furniture to be maintained over time, and provides revenue to the City's general fund.

Not surprisingly, the revenue generated from Center City advertising supports the rest of the program. In other words, revenue generated by advertisements in Center City fund improvements in various neighborhoods. Directing advertising revenue to only the neighborhoods in which it was physically located would jeopardize our ability to invest in street furniture improvements in struggling or smaller commercial corridors.

The Administration is committed, however, to supporting our commercial corridors. In FY17, the City is proposing to spend \$8.3 million from various sources on our commercial corridors for programs like corridor management, cleaning, store front improvements, and planning.

If you have any additional questions, please let me know.

Sincerely,

A handwritten signature in black ink, appearing to read 'Michael DiBerardinis', written in a cursive style.

Michael DiBerardinis
Managing Director