

# City of Atlanta puts itself up for sale



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Jeremy Campbell, WXIA 11:51 a.m. EST December 5, 2014

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(Photo: Sam Adams)

ATLANTA (WXIA) -- The City of Atlanta is asking advertisers to submit proposals to place their corporate logos in parks, on some city buildings, kiosks and maybe even sidewalks.

There's a one billion dollar infrastructure backlog in Atlanta, and this influx of money from ads would go entirely toward clearing that.

"We think the city could be generating up to \$5 million in annual revenue," explained Emily Lieb, a project manager with the city's Innovation Delivery Team.

Some places are off limits for advertisers such as Centennial Park, police cars, fire trucks, Falcons stadium, schools, the Beltline and certain government buildings.

"We're soliciting ideas right now from both local and national firms, and we're trying to run the gamut of possibilities. Everything from LED signage to more traditional media," explained Innovation Delivery Team member Sam Adams.

That doesn't mean we should expect full sized billboards in Piedmont Park. Instead, the vision is to add ads that are disguised as high-tech benches along walkways. They would be built with charging stations and wifi hotspots, offering a free connection in exchange for viewing an ad on the splash page.

"The city is looking to roll out a bike share program," Adams said.

Imagine free helmets with a corporate logo ,of course. It's another way to bring in money for the city.

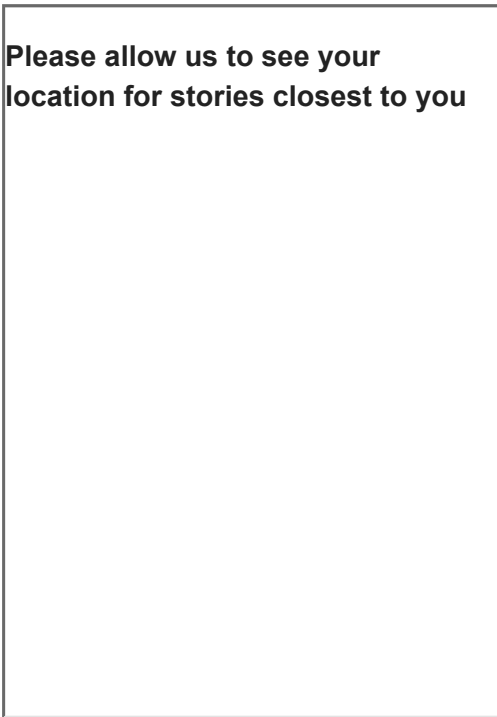
The kiosks at Woodruff Park are prime candidates for a sponsored digital make over to look more like Wifi hotspots coming from a similar plan in New York City. Covered bus stops, courtesy of an advertiser sponsored video screen, are going up in San Francisco and could be sponsored in Atlanta.

"The idea is to offer a new service for citizens while also gaining corporate sponsorship," Adams said.

But is it selling out?

"There's always going to be a balance when talking about things like marketing and advertising. We just want folks to know that we are hearing the feedback and are really going to take a holistic approach," Adams said.

Corporations have until February 4 to submit their proposals, and the city will then start considering ideas.



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