



Legislation Text

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AN ORDINANCE relating to King County's department of assessments, authorizing the assessor to enter into agreements for advertising on the department of assessments' website; and adding a new section to K.C.C. chapter 2.16.

BE IT ORDAINED BY THE COUNCIL OF KING COUNTY:

SECTION 1. Findings:

A. The King County assessor has demonstrated leadership and innovation in information technology and operational projects and programs, including developing a software program for the iPad that is the first of its kind in the nation. The assessor would like to continue to generate revenue through entrepreneurial means, such as advertising, to continue to support cutting-edge innovations in the department of assessments.

B. Other King County agencies, including parks and recreation, Metro transit and regional animal services, have been authorized to generate revenue through advertising.

C. Other public agencies in Washington State and in other states, including the Cook county assessor, generate revenue from website advertising.

NEW SECTION. SECTION 2. There is hereby added to the K.C.C. chapter 2.16 a new section to read as follows:

A. The assessor may negotiate and enter into agreements for advertising on the assessor's website for the purpose of providing financial support for assessor programs. The advertising shall be restricted to commercial speech.

B. Advertisers and sponsors shall abide by the nondiscrimination requirements of K.C.C. Title 12.

Furthermore, an advertising agreement may not result in advertisement of tobacco products in violation of K.C.C. chapter 12.51.

C. The assessor may impose additional subject-matter restrictions on advertising consistent with applicable law.

D. Revenue generated from advertising entered into under this section shall be applied solely to assessment services.