



Milwaukee County

Supervisor Johnny L. Thomas, 18th District

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COUNTY EXECUTIVE BANKS ON \$2 MILLION IN TRANSIT VIDEO ADVERTISING REVENUE IN 2011 COUNTY BUDGET

County has not yet made decision to revive video screens on board MCTS buses

Milwaukee, WI – Milwaukee County Supervisor Johnny L. Thomas released the following statement in response to County Executive Walker’s decision to include \$2 million in transit video advertising revenue in the 2011 Recommended Budget:

“Although an RFP has been issued for transit video services, the County has not yet selected a vendor. While I believe the County has the *potential* to eventually collect up to \$2 million in revenue from video services, it is simply not responsible to high-ball a figure to balance the 2011 transit budget. This is a political ploy that makes it difficult for potential bidders to create jobs.

“This item should be considered separately, outside of the budget process. That will give us a year to attract bids and work out kinks while developing a long-term strategy and more detailed revenue goals. Putting an immediate \$2 million budget burden on the backs of potential vendors is not the way to go. If we really want to encourage the creation of jobs, we should not put such a lofty burden on the backs of potential partners.

“While I am pleased the County Executive has taken my good idea and included it in his budget, Scott Walker’s approach places a heavy burden on small businesses and could stifle from wanting to do business with Milwaukee County.

“We still have an opportunity here, but to think that the County would earn \$2 million right off the bat is an unrealistic goal. We have to be a good partner to attract a good partner. We can’t put businesses in a position where they cannot succeed.”

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