



1 HOUSE JOINT RESOLUTION

2 WHEREAS, The State of Illinois is facing a budget crisis;
3 and

4 WHEREAS, New ways to generate revenue for the State should
5 be explored as a means to deal with this crisis; and

6 WHEREAS, The Governor's office has looked into the
7 possibility of advertising on State-owned property, including
8 the name badges and informational pamphlets produced by the
9 State, as a way to generate additional revenue for the State;
10 therefore, be it

11 RESOLVED, BY THE HOUSE OF REPRESENTATIVES OF THE
12 NINETY-THIRD GENERAL ASSEMBLY OF THE STATE OF ILLINOIS, THE
13 SENATE CONCURRING HEREIN, that an Illinois State Advertising
14 Task Force be created to thoroughly explore the potential State
15 revenue that could be derived from advertising on State
16 property, explore the best means for selling permanent naming
17 and sponsorship rights, and explore the best means to lease
18 temporary naming and sponsorship rights for fixed periods; and
19 be it further

20 RESOLVED, That the Task Force shall be composed of a
21 representative of the Governor's office, a representative of
22 the Speaker of the House, a representative of the President of
23 the Senate, a representative of the Minority Leader of the
24 House, a representative of the Minority Leader of the Senate,
25 the Director of Central Management Services, the Secretary of
26 Transportation, and a representative of the Illinois
27 advertising industry to be chosen by the Governor; and be it
28 further

29 RESOLVED, That the Illinois State Advertising Task Force
30 shall compile a report and shall submit their report and

1 findings to the General Assembly no later than January 1, 2005;
2 and be it further

3 RESOLVED, That a copy of this resolution be sent to the
4 Office of the Governor, the Director of Central Management
5 Services, and the Secretary of Transportation.