



KING COUNTY

1200 King County Courthouse
516 Third Avenue
Seattle, WA 98104

Signature Report

November 12, 2014

Ordinance 17927

Proposed No. 2014-0413.2

Sponsors McDermott

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

6 BE IT ORDAINED BY THE COUNCIL OF KING COUNTY:

7 SECTION 1. Findings:

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

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

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

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

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

23 B. Advertisers and sponsors shall abide by the nondiscrimination requirements of
24 K.C.C. Title 12. Furthermore, an advertising agreement may not result in advertisement
25 of tobacco products in violation of K.C.C. chapter 12.51.

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

28 D. Revenue generated from advertising entered into under this section shall be
29 applied solely to assessment services.
30

Ordinance 17927 was introduced on 9/29/2014 and passed by the Metropolitan King County Council on 11/10/2014, by the following vote:

Yes: 7 - Mr. Phillips, Mr. Gossett, Ms. Hague, Ms. Lambert, Mr. McDermott, Mr. Dembowski and Mr. Upthegrove
No: 0
Excused: 2 - Mr. von Reichbauer and Mr. Dunn

KING COUNTY COUNCIL
KING COUNTY, WASHINGTON



Larry Phillips, Chair

ATTEST:



Anne Noris, Clerk of the Council

APPROVED this 20 day of NOVEMBER 2014.



Dow Constantine, County Executive

Attachments: None

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KING COUNTY COUNCIL
CLERK