

**STATE  
FISCAL IMPACT**

<b>Drafting Number:</b> LLS 14-0674	<b>Date:</b> February 12, 2014
<b>Prime Sponsor(s):</b> Rep. Ryden Sen. Tochtrop	<b>Bill Status:</b> House Transportation & Energy <b>Fiscal Analyst:</b> Kelli Kelty (303-866-3518)

**SHORT TITLE:** USE OF OUTDOOR ADVERTISING PROGRAM REVENUES

Fiscal Impact Summary	FY 2014-2015	FY 2015-2016
State Revenue	See State Revenue section.	
State Expenditures		
FTE Position Change		
Appropriation Required: None		

**Summary of Legislation**

This bill, **recommended by the Legislative Audit Committee**, establishes a cost recovery center (center) within the State Highway Fund (SHF) and requires the Colorado Department of Transportation (CDOT) to deposit all program permit fees charged for billboard revenues in the center to pay the costs of administering the signs. In addition, the bill requires the CDOT to credit specific information signs, business signs installed on specific information signs (LOGO), and tourist-oriented directional signs (TODS) revenues to the SHF.

**Background**

LOGO signs provide identification and directional information to the public related to services offered by businesses, such as gas, food, lodging, camping, and tourist attractions near interstates, freeways, and expressways. TODS provide business identification and directional information for tourist-oriented activities along non-interstate highways. Both LOGO and TODS are required to meet specific state and federal requirements; TODS must also meet local requirements. TODS and LOGO generate approximately \$500,000 per year, credited to the Roadside Advertising Fund (RAF).

Currently, LOGO and TODS revenue are combined with billboards revenue in the RAF. As of February 4, 2014, there is approximately \$629,400 in the fund.

**State Revenue**

This bill does not increase or decrease cash fund revenue in the CDOT. The bill reallocates the LOGO, TODS, and billboard revenue that CDOT currently receives. It does not affect the amount of revenue received by CDOT or change the administrative costs of the program.

**Effective Date**

The bill takes effect July 1, 2014.

**State and Local Government Contacts**

Transportation