

## Billboard Tax FACTS

Who has the **special privilege** of paying less than \$40 a year on their property taxes?

- a) You
- b) Senior citizens
- c) Disabled veterans
- d) The multi-million dollar billboard industry

If you answered “D,” you are correct!

Given today’s hard economic times, it is vital that we **close tax privilege loopholes** that let corporations off the hook. We *all* have the responsibility to protect our neighborhoods from crime and neglect. That’s why [Council President Darlene Harris](#) and Councilwoman Natalia Rudiak are fighting to make sure that everyone pay their fair share and that Pittsburghers get the services we deserve.

The Councilwomen have introduced legislation to **hold multi-million dollar billboard companies accountable** for the city services that enable their profits. This much-needed revenue will pay for City of Pittsburgh police cars, which need to be replaced regularly at a cost of \$2-3 million per year.

- The most profitable billboards rake in hundreds of thousands of dollars, but national advertising corporations like Lamar pay *significantly* less in property taxes than you do for your home. For example, Lamar purchased a billboard on Rt. 51 at Edgebrook Avenue for over \$5 million, but **they pay less than \$40 per year in property taxes for it.**
- **Taxpayers subsidize billboard profits.** Companies pay top dollar to put an ad on a billboard because thousands of people drive by it each day. But our tax dollars are used to build and maintain these roads.
- What do we get in return? **Billboards are eyesores that lower property values for our homes and businesses, according to a [recent study](#).**
- Lamar and other big billboard companies **already pay a similar tax in Philadelphia** and other Pennsylvania towns. In Pittsburgh, they are spending thousands of dollars to avoid paying their fair share.