

Public Space for Public Good

Issue

Public buildings utilized for the delivery of healthcare currently do not permit private advertising or sponsored art work on buildings. This underutilization is a lost opportunity to attract much needed revenues to support local delivery of healthcare while promoting community content and culture.

Background

Cost for health care in Alberta is currently 39% of our provincial budget and has grown an average of 4% each year over the last three years²⁶ ²⁷. With a provincial economy challenged by factors of increasing demand and higher tax burdens on ratepayers, becoming more creative in finding resources for health care operating costs and expanding or maintaining facilities has reached new heights in urgency.

Public health facilities in our communities across Alberta are critical to the vibrancy and attractiveness to both existing and potential residents. The ability to attach a corporate profile or visible support for these treasured resources serves both community and business.

These spaces are an asset that can be more fully utilized as is common practice in Light Rail Transit and airport infrastructure. Allowing and creating advertising spaces through sponsored community focused content in hospitals and on hospital grounds will serve to create stronger connection between community and business. Financial contributions made through these opportunities could be dedicated to support local facilities, contributing to more sustainable community service delivery.

Current policy regulations do not expressly allow the creation of advertising on public buildings and access to information regarding the opportunity of advertising space on public buildings is difficult to obtain. Clear guidelines allowing private advertising on public buildings would address a lack of available information.

Allowing private advertising on public spaces will allow private investment to play a greater role in offsetting the growing costs of publicly funded healthcare.

The Alberta Chambers of Commerce recommends that the Government of Alberta:

1. Permit private advertising on public Healthcare Services buildings or grounds managed by a third-party contractor or a hospital foundation with funds received going back to front line health care services and/or equipment required by the health foundations;
2. Develop clear guidelines on appropriate advertising or any restrictions while communicating advertising opportunities; and
3. Develop criteria such that only advertisers at arms-length to the health care profession would be eligible.

²⁶ <https://open.alberta.ca/dataset/bb4b0922-f7c6-4099-953e-8913472a47ef/resource/57c66e37-e136-4eac-9d31-c19d136652ac/download/fiscal-plan-complete.pdf>

²⁷ <https://open.alberta.ca/dataset/8beb5614-43ff-4c01-8d3b-f1057c24c50b/resource/68283b86-c086-4b36-a159-600bcac3bc57/download/2018-21-fiscal-plan.pdf>