

### Extend the Functionality of the Bigbelly Platform to Host Advertising in the City of Miami Beach

Bigbelly's platform is a multi-purpose infrastructure with a familiar form factor and ubiquitous placement among city streetscapes. A Bigbelly double station is the perfect format to host outdoor advertising for both local and national brands. In partnership with the City of Miami Beach, Bigbelly and Green City Solutions, the City can implement the Bigbelly smart waste solution for fraction of the cost on a per station basis.



### Bigbelly in Partnership with Green City Solutions will provide to the City...



- Smart Waste System - Hardware, Software, Services
- Expand the City's fleet from ~30 single stations and 30 double stations to 200 double stations
- Ongoing maintenance of all locations

### Bigbelly Platform Value to the City of Miami Beach

- All upfront and install costs plus the value of smart waste subscription will be subsidized  
net cost to the City will be \$25 per month per station, representing a savings of approximately \$130 per month per station.

