

RESOLUTION NO. \_\_\_\_\_

**A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, ACCEPTING THE RECOMMENDATION OF THE FINANCE AND CITYWIDE PROJECTS COMMITTEE AT ITS SEPTEMBER 14, 2018 MEETING, AND APPROVING AND AUTHORIZING THE CITY ADMINISTRATION TO EXPLORE AND, IF APPLICABLE, DEVELOP THE FOLLOWING ALTERNATIVE REVENUE STREAMS: (1) ADVERTISING ON THE CITY'S TROLLEYS; (2) LARGE-SCALE SPONSORSHIPS, SPECIFICALLY FOR NAMING OPPORTUNITIES FOR CERTAIN CITY-OWNED FACILITIES, INCLUDING THE NAMING RIGHTS TO THE MIAMI BEACH CONVENTION CENTER; AND (3) ADVERTISING ON THE REAR EXTERIOR SIDE OF THE CITY'S FLEET MANAGEMENT BUILDING ON TERMINAL ISLAND.**

**WHEREAS**, at the July 13, 2018 Finance and Citywide Projects Committee (the "Committee") budget briefing meeting, multiple options were presented to the Committee as alternative ways to generate revenue for the City of Miami Beach (the "City"); and

**WHEREAS**, the City Administration has met internally, as well as with industry professionals, to discuss various potential revenue streams, including associated challenges and opportunities; and

**WHEREAS**, at the September 14, 2018 Committee meeting, the City's Marketing and Communications Department presented each option in further detail; and

**WHEREAS**, the City of Miami is currently under contract with Outfront Media for trolley advertising services, with one and a half years remaining in the term of the agreement; and

**WHEREAS**, the City of Miami Beach can utilize (i.e. "piggyback" on) the City of Miami's contract with Outfront Media to obtain trolley advertising services for Miami Beach trolleys; and

**WHEREAS**, the City Administration estimates that the City of Miami Beach could generate \$500,000 in revenue from trolley advertising services during Fiscal Year 2018-2019; and

**WHEREAS**, many local governments across the country sell naming rights for public facilities, including parks and convention centers, to generate alternative revenue; and

**WHEREAS**, the City may generate revenue by entering into large-scale sponsorship agreements (specifically, for naming rights) for the newly-renovated and expanded Miami Beach Convention Center; and

**WHEREAS**, the City of Miami Beach Fleet Management facility, located at 140 MacArthur Causeway, on Terminal Island, can accommodate advertising signage on the rear exterior side of the building, which signage would be seen by cruise ship passengers and boaters entering and exiting the Port of Miami through Government Cut; and

**WHEREAS**, 5.3 million passengers enter and exit the Port of Miami each year; and

**WHEREAS**, the City of Miami Beach could generate significant alternative revenue by selling advertising on the rear exterior side of the Fleet Management facility; and

**WHEREAS**, following the Committee's review and analysis of these potential revenue streams, the Committee recommended that the City's Marketing and Communications Department move forward with exploring the following potential alternative revenue streams: (1) advertising on the City's trolleys; (2) large-scale sponsorships, specifically for naming opportunities for certain City-owned facilities, including naming rights to the Miami Beach Convention Center; and (3) advertising on the rear exterior side of the City's Fleet Management building on Terminal Island.

**NOW, THEREFORE, BE IT DULY RESOLVED BY THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA**, that the Mayor and City Commission hereby accept the recommendation of the Finance and Citywide Projects Committee at its September 14, 2018 meeting, and approve and authorize the City Administration to take the following actions relating to the alternative revenue streams described in this Resolution: (1) obtain trolley advertising services through (i.e. "piggyback" on) the City of Miami's agreement with Outfront Media; (2) prepare a Request for Letters of Interest for large-scale sponsorships, specifically for naming opportunities for certain City-owned facilities, including the naming rights to the Miami Beach Convention Center; and (3) explore the possible sale of advertising on the rear side of the City's Fleet Management building on Terminal Island.

**PASSED and ADOPTED** this 26<sup>th</sup> day of September, 2018.

**ATTEST:**

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Rafael E. Granado  
City Clerk

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Dan Gelber  
Mayor

APPROVED AS TO  
FORM & LANGUAGE  
& FOR EXECUTION

Raul C. Guitierrez 9/26/18  
City Attorney Date

NK