

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 WITH RESPECT TO ADVERTISING OPPORTUNITIES WITHIN CERTAIN MUNICIPAL PARKING GARAGES, AND AUTHORIZING THE ADMINISTRATION TO ISSUE REQUEST FOR PROPOSALS (RFP) NO. 2017-081-WG, FOR MUNICIPAL PARKING GARAGE ADVERTISING SERVICES.

WHEREAS, on May 11, 2016, the City Commission, referred to the Finance and Citywide Projects Committee (the Finance Committee) a discussion item to consider advertising opportunities within municipal parking garages, provided the advertising is not visible from the right-of-way; and

WHEREAS, the Finance Committee discussed this issue at its June 17, 2016 meeting, and asked staff to research the feasibility of advertising within the City's municipal parking garages; and

WHEREAS, the Finance Committee further discussed the issue at its September 30, 2016 meeting, and directed staff to obtain industry input regarding potential opportunities; and

WHEREAS, if the City were to approve advertising at specified locations within nine (9) City-owned parking garages, the City could potentially yield between \$136,000 and \$300,000 in revenue annually and could do so in a manner that does not create an overly-commercialized environment; and

WHEREAS, on December 14, 2016, the Finance Committee recommended issuance of a Request for Proposals for potential advertising partnerships/opportunities within the City's nine (9) municipal parking garages; and

WHEREAS, pursuant to the Finance Committee's recommendation, the City Manager recommends the issuance of an RFP for Municipal Parking Garage Advertising Services.

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 accepts the recommendation of the Finance and Citywide Projects Committee, and authorized the Administration to issue Request for Proposals (RFP) NO. 2017-081-WG, for Municipal Parking Garage Advertising Services.

PASSED AND ADOPTED this _____ day of _____ 2017.

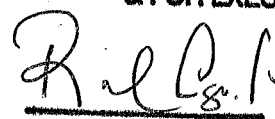
ATTEST:

Rafael E. Granado, City Clerk

Philip Levine, Mayor

APPROVED AS TO
FORM & LANGUAGE
& FOR EXECUTION

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 12-22-16

City Attorney RFP Date