

# Memorandum



**Date:** September 22, 2016

**To:** Honorable Chairman Jean Monestime  
and Members, Board of County Commissioners

**From:** Carlos A. Gimenez  
Mayor 

**Subject:** Countywide Advertising Program Revenues

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This memorandum was prepared to provide information requested at the July 19, 2016 Committee of the Whole Meeting by Commissioner Bruno A. Barreiro regarding revenues received through the Countywide Advertising Program. The Indoor/Outdoor Commercial Advertising Program was developed and is managed by the Office of Management and Budget (OMB). The purpose of the program is to generate revenue for the County by allowing for commercial advertising compliant with all applicable codes and zoning laws in and on pre-approved county assets. Currently, the County assets used in this program include PortMiami terminals (interior advertising only) and County buildings (outdoor advertising only, including billboards and murals). There is no cost to the County; all costs are covered by the firms under contract to sell the advertising and the County receives a percentage of all gross sales made by the firms.

In FY 2015-16, the County has received \$735,445 in advertising revenue. Of that total, PortMiami terminals generated \$307,320 and County building outdoor wall murals generated \$428,125, including revenue received from a special long-term lease for the mural on the Central Support facility (which pre-dates the program managed by OMB). Additionally, approximately \$100,000 has been received as in-kind benefits for enhancements and upgrades requested by the County and paid for by the contracted firm for items associated with an advertising project (i.e. new landscaping, new rooftop walkway, permanent crane, etc.).

Since 2014, when the OMB program began adding and managing assets, \$1.16 million has been received. Revenues generated at PortMiami facilities are transferred to the Seaport. Revenues generated at other County facilities are transferred to the General Fund and appropriated the following fiscal year to support County facility maintenance and the OMB staff that manages the program. Since the inception of this program, advertisers have included local and national entities such as: Apple, Nikki Beach, Ford Motor Company, Crocs, Coca-Cola Company, the Orange Bowl Festival, Verizon, Sprint, T-Mobile, Yahoo, AT&T, and Zephyrhills. At PortMiami, top-paying and committed advertisers continue to be high-end, luxury watch and jewelry brands such as: Tag Heuer, Swatch, Omega, Dior, David Yurman, Tissot, and John Hardy.

During FY 2015-16, revenues have been impacted by the inability to grant access to all PortMiami terminals, as well as visual obstructions such as construction activities with high cranes and untrimmed trees adjacent to outdoor murals at County facilities. The County hopes to resume collections of up to \$1.5 million in advertising revenue for FY 2016-17, assuming full access is permitted to these assets and other assets currently being identified.

Should you have any questions, please contact Jennifer Moon, Budget Director, at (305)375-5143.

c: Abigail Price-Williams, County Attorney  
Office of the Mayor Senior Staff  
Jennifer Moon, Director, Office of Management and Budget  
Neil R. Singh, Interim Commission Auditor  
Christopher Agrippa, Clerk of the Board