

# Memorandum



**Date:** March 7, 2014

**To:** Honorable Chairwoman Rebeca Sosa  
and Members, Board of County Commissioners

**From:** Carlos A. Gimenez   
Mayor

**Subject:** Countywide Advertising Program - Wall Murals

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On October 1, 2013, the Board of County Commissioners (Board) awarded Contract RFP 828 for the Marketing and Management Services for Indoor/Outdoor Commercial Advertising Structures/Space and Print Media to Brickell Communications, LLC, Van Wagner Miami, LLC and CBS Outdoor, Inc. These firms were selected and approved to implement the program. The primary purpose of the program was for Miami-Dade County (County) to seek services and recommendations from qualified firms to increase non-tax revenues by maximizing the use of County-owned assets (structures, space and print media) with commercial advertising. As part of the contract's scope of work, these firms, at their sole expense, are to identify, forecast revenues, market, sell and manage a portfolio of indoor and outdoor structures/space (at County-owned properties) and print media products at their sole expense.

My administration and the Office of Management and Budget has reviewed and approved a proposal from Van Wagner Miami, LLC, which has identified and assessed the marketability for displaying outdoor wall murals on a number of County-owned facilities such as the: Overtown Transit building, North Dade Chiller Plant and Don Hickman building. Prior to any installation, official applications would be filed by the firm with the City of Miami (City) and with the County to ensure adherence to all applicable codes and zoning laws. The Zoning Code of Miami-Dade County permits the City to issue up to 45 permits for outdoor wall murals that are to be contained within the urban core within the City's limits. As part of the City's permitting process for murals, a review and approval is required by the County. This review is coordinated between the City and the County's Regulatory and Economic Resources Department.

The potential revenue to the County that could be generated from this project is more than \$1.2 million annually. The Office of Management and Budget would manage and track the program working closely with both the Internal Services Department and the Regulatory and Economic Resources Department. Advertising content will also be approved by the County prior to any production and installation.

We are excited and ready to continue this path of creating alternative methods for generating revenue. The non-tax revenue generation possible with this one proposal is substantial, with the potential to generate more than \$1.2 million annually if the selected facilities are utilized. Timing is critical in order to effectively market these assets to prospective advertisers. We will keep you updated and look forward to sharing with you many other opportunities that are currently in development.

If you need further information, please contact Deputy Mayor Edward Marquez at 305-375-1451.

c: Robert A. Cuevas, Jr., County Attorney  
Office of the Mayor Senior Staff  
Department Directors  
Charles Anderson, Commission Auditor