

# Memorandum



**Date:** June 9, 2014  
**To:** Honorable Chairwoman Rebeca Sosa  
and Members, Board of County Commissioners  
**From:** Carlos A. Gimenez  
Mayor   
**Subject:** Countywide Advertising Program - Metromover Stations

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As the countywide advertising program continues to develop and implement opportunities for increasing revenues by maximizing the use of County-owned assets (structures, space and print media), another proposal has been presented involving the Metromover stations.

My administration has reviewed and approved a proposal from Van Wagner Miami, LLC (VW) that has identified and assessed the marketability for the 21 Metromover stations operated by Miami-Dade Transit (Transit). VW proposes to market and sell outdoor advertising at all Metromover stations with no cost to the County. The potential revenue that could be generated from this program could gross \$124,000 monthly (if all marketable space at the 21 Metromover stations were sold) with \$62,000 (or 50 percent) of the sales paid directly to the County. Please note this does not include advertising on the Metromover cars, which along with the buses, Metrorail trains and stations are covered under a different contract, by another advertising firm.

While advertising within the Metromover stations does not violate any current City and County Code or zoning ordinance, VW is aware that certain parameters and restrictions must still be adhered to in order to avoid any potential conflicts with the Code. Additionally, VW currently has advertising contracts with New York's Public Transit System and as a result, is fully aware that they will also need to comply with, and become certified with Transit's Safety Unit prior to any sales/installations being made at the Metromover stations. The Office of Management and Budget will manage and track the program working closely with Transit. Advertising content will also be approved by the County prior to any production and installation.

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

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