



# Agenda Report

2725 Judge Fran Jamieson  
Way  
Viera, FL 32940

## Consent

F.14.

5/5/2020

### Subject:

Permission to Develop and Advertise a Request for Proposal for Media Companies to Advertise on Traffic Signal Control Cabinets within the County

### Fiscal Impact:

This would generate Revenue for the County - The amount will be determined based on responses and any subsequent negotiations to the Request for Proposal

### Dept/Office:

Central Services / Purchasing Services / Public Works

### Requested Action:

It is requested that Board of County Commissioners:

1. Authorize the development and advertisement of a Request for Proposal for Advertising on Traffic Signal Control Cabinets within the County.
2. Appoint a selection and negotiation committee consisting of:
  - a. Public Works Director
  - b. Tourism Director
  - c. Utilities Services Director
3. Authorize the County Manager to sign any resulting contract, contract amendments, renewals, and extensions upon review and approval by the County Attorney's Office, Risk Management, and Purchasing Services.

### Summary Explanation and Background:

The County has been contacted about the possibility of a revenue generating proposal to allow for a media company to advertise on various traffic signal control cabinets throughout the County.

The revenue generated by this contract would be a percentage (to be negotiated) of the company's sales of advertising to various companies. Purchasing Services is confident that there are multiple companies that provide this service and as such feel the best course of action is to issue a request for proposal to let the market show what the industry standard percentage to be paid to the County may be.

Proposals would be evaluated on types of advertising, past performance of similar contracts, and the proposed percentage to be paid to the County.

### Clerk to the Board Instructions:

None

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May 6, 2020

**M E M O R A N D U M**

TO: Steven Darling, Central Services Director

RE: Item F.14, Permission to Develop and Advertise a Request for Proposal for Media Companies to Advertise on Traffic Signal Control Cabinets within the County

The Board of County Commissioners, in regular session on May 5, 2020, authorized the development and advertisement of a Request for Proposal for Advertising on Traffic Signal Control Cabinets within the County; appointed a Selection and Negotiating Committee consisting of Corrina Gumm, Interim Public Works Director, Peter Crannis, Tourism Director, and Edward Fontanin, Utility Services Director; and authorized the County Manager to sign any resulting contract, contract amendments, renewals, and extensions upon review and approval by the County Attorney's Office, Risk Management, and Purchasing Services.

Your continued cooperation is greatly appreciated.

Sincerely yours,

BOARD OF COUNTY COMMISSIONERS  
SCOTT ELLIS, CLERK

*Kimberly Powell*  
Kimberly Powell, Deputy Clerk

/cw

cc: Public Works  
Utility Services  
Tourism  
Budget  
Finance