

RESOLUTION NO. _____

A RESOLUTION OF THE CITY COMMISSION OF THE CITY OF HOLLYWOOD, FLORIDA, AUTHORIZING THE APPROPRIATE CITY OFFICIALS TO EXECUTE A BILLBOARD AGREEMENT WITH BLUE ROOSTER MEDIA, LLC., FOR THE REPLACEMENT OF A BILLBOARD TO BE LOCATED AT 2930 HOLLYWOOD BOULEVARD.

WHEREAS, Blue Rooster Media, LLC (“Media”) is in the outdoor advertising business; and

WHEREAS, 2930 Hollywood Boulevard, Parcel ID#514217000071 (“Property”) is owned by the Hollywood Jaycees Foundation, Inc. (“Owner”); and

WHEREAS, the Property had an existing double-sided static billboard (“Existing Billboard”) that was damaged in last year’s hurricane season and subsequently removed; and

WHEREAS, the Existing Billboard is one of 14 billboard signs authorized by the City’s Zoning and Land Development Regulations (“ZLDR”) to be maintained and operated within the City, and therefore is a lawful conforming sign; and

WHEREAS, Clear Channel previously held a Billboard Agreement with the City for the Existing Billboard that expired in 2012; and

WHEREAS, Media has entered into a lease with the Owner for the portion of Property with the Existing Billboard, and desires to enter into new agreement(s) to replace the Existing Billboard with a digital billboard by constructing a new double-face monopole billboard on the Property, utilizing two light-emitting diode (LED) faces, or such other automatic changeable faces as it may elect to utilize from time to time (all such automatic changeable facing, whether now in existence or developed in the future); and

WHEREAS, in accordance with the ZLDR, Media is proposing to enter into the attached Charitable Contribution Agreement with a nonprofit organization, the Hollywood Jaycees Foundation, Inc., which is contingent upon the execution of the attached Billboard Agreement; and

WHEREAS, the Owner and the NPO are the same entity; and

WHEREAS, the attached Billboard Agreement (Exhibit “A”) with Media sets forth requirements and obligations pursuant to the conditions in the ZLDR, as well as conditions of the City Commission, and references the Charitable Contribution Agreement.

NOW THEREFORE, BE IT RESOLVED BY THE CITY COMMISSION OF THE CITY OF HOLLYWOOD, FLORIDA.

Section 1: That the foregoing "WHEREAS" clauses are ratified and confirmed as being true and correct and are incorporated in this Resolution.

Section 2: That it approves and authorizes the execution, by the appropriate City officials, of the attached Billboard Agreement (Exhibit "A") with Blue Rooster Media, LLC., together with such non-material changes as may be subsequently agreed to by the City Manager and approved as to form and legal sufficiency by the City Attorney.

Section 3: That this Resolution shall be in full force and effect immediately upon its passage and adoption.

PASSED AND ADOPTED this _____ day of _____, 2018.

JOSH LEVY, MAYOR

ATTEST:

PATRICIA A. CERNY, MMC, CITY CLERK

APPROVED AS TO FORM AND LEGAL SUFFICIENCY for the use and reliance of the City of Hollywood, Florida, only.

DOUGLAS R. GONZALES, CITY ATTORNEY