



City of Hollywood

Hollywood City Hall
2600 Hollywood Blvd
Hollywood, FL 33020
<http://www.hollywoodfl.org>

Legislation Text

File #: R-2024-203, **Version:** 1

A Resolution Of The City Commission Of The City Of Hollywood, Florida, Authorizing The Appropriate City Officials To Execute An Agreement With All City Ads, LLC To Advertise On The City Residential Trash Containers.

Financial Management & Administration

Staff Recommends: Approval of the attached Resolution.

Explanation:

The Department of Public Works desires to enter into an agreement with All City Ads to advertise on the Residential Trash Containers within the City for a five-year term, with an option to renew.

All advertisements must be approved by the City beforehand. All City Ads must meet specific criteria, including holding a City of Hollywood Local Business Tax Receipt in good standing, possessing all applicable county and state licensing, and having no open code violations or outstanding fees with the City of Hollywood. Advertisements must not contain defamatory content or infringe on any intellectual property or privacy rights.

Per the terms of this Agreement, the Vendor will collect advertisement revenues on each residential trash container. The City will be compensated with 25% of all advertising revenue. Revenue generated from the advertisements will be directed into Environmental Services accounts and may potentially be used to reduce solid waste fees.

Fiscal Impact:

The City will receive 25% of all advertising revenue from All City Ads to be used for Environmental Services needs.

Recommended for inclusion on the agenda by:

Joseph S. Kroll, Director, Department of Public Works

Gus Zambrano, Assistant City Manager for Sustainable Development

Adam Reichbach, Assistant City Manager for Finance and Administration