



City of Hollywood

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

Legislation Text

File #: R-2018-256, **Version:** 1

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.

Staff Recommends: Approval of the Attached Resolution.

Explanation:

The Hollywood Jaycees own property at 2930 Hollywood Blvd. where a double-sided static billboard previously existed, but was removed due to hurricane damage. The static billboard is one of 14 billboards authorized by City Code and, therefore, is a lawful conforming sign.

Clear Channel previously held a Billboard Agreement with the City, for this Billboard, with a term that expired in 2012. Clear Channel's agreement(s) required contributions to the Boys and Girls Club.

Currently, Blue Rooster Media (Media) has entered into a lease with the Jaycees to have advertising rights of the billboard and, as such, is requesting to replace the double-sided static billboard with a new double-face monopole billboard, utilizing two light-emitting diode (LED) faces and enter into the attached Billboard Agreement. The complete Billboard Agreement is attached, however below is summary:

- Replace existing billboard with a double-sided LED billboard
- Term of 40 years
- Shall comply with all Federal, State and Local laws
- Obtain all applicable permits
- No advertising of tobacco, adult entertainment establishment or service, or any advertising messages that may be reasonably construed as "hate speech" against any person or organization or obscene or offensive materials
- Prohibits side-by-side or stacked billboards
- Non-Profit Organization selected to receive the annual contribution (AC) is the Jaycees
- A separate Charitable Contribution Agreement will be entered into with the Jaycees (Attachment I)

- Media, shall at minimum, preserve AC records for five years following the end of the calendar year to which such records relate
- Media shall submit a sworn statement by March 1st certifying the AC
- AC shall mean 5% of BRM's gross revenue per calendar year or \$25,000.00 per year, whichever is greater. The AC shall be made as follows: (a) should the AC be made at the \$25,000.00 cap then 100% will be paid by BRM to Jaycees; or (b) should the AC exceed the \$25,000.00 minimum, excess revenue shall be made paid by BRM to Hollywood to be distributed to another NPO designated by the City Commission.
- Advertising for the City includes public service and other businesses or organizations of the City's choosing (graphics paid by the City), as well as, emergency notifications

Attachment I: Charitable Contribution Agreement

Recommended for inclusion on the agenda by:

Dr. Wazir Ishmael, City Manager

Shiv Newaldass, Interim Director of Development Services/Chief Development Officer

Andria Wingett, Assistant Director of Development Services