




MIAMI BEACH

City of Miami Beach, 1700 Convention Center Drive, Miami Beach, Florida 33139, www.miamibeachfl.gov

COMMISSION MEMORANDUM

TO: Mayor Matti Herrera Bower and Members of the City Commission

FROM: Kathie G. Brooks, Interim City Manager 

DATE: February 6, 2013

SUBJECT: **REFERRAL TO THE FINANCE AND CITYWIDE PROJECTS COMMITTEE –
DISCUSSION REGARDING ADVERTISING PANELS ON LINCOLN ROAD**

ADMINISTRATION RECOMMENDATION

Refer the discussion to the Finance and Citywide Projects Committee.

BACKGROUND

The Agreement between the City of Miami Beach and Adshel Inc. (Clear Chanel) to construct, operate and maintain advertising panels and information directories on Lincoln Road is scheduled to end on April 17, 2013. The Agreement provides for twelve (12) two-sided panels at ten (10) locations along Lincoln Road. Those 12 panels (24 faces) include ten (10) directory faces, ten (10) advertising faces, three (3) cultural arts calendars, and one (1) "Welcome to Lincoln Road" sign.

The Administration is referring the subject matter to the Finance and Citywide Projects Committee for discussion and further consideration on whether or not the City wishes to extend its Agreement with Adshel Inc. and/or consider the installation of smaller fixed or digital advertising panels.


KGB/JGG/FHB

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Agenda Item C4J
Date 2-6-13

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