

Carmen B. Marinelli, Regional Center Superintendent
District/School Operations

SUBJECT: AUTHORIZE THE SUPERINTENDENT OR DESIGNEE TO NEGOTIATE AND ENTER INTO THIRD PARTY ADVERTISING AGREEMENTS AND AGREEMENTS FOR ADVERTISING ON NON-SCHOOL SITE PROPERTIES

COMMITTEE: SCHOOL SUPPORT ACCOUNTABILITY

LINK TO DISTRICT STRATEGIC PLAN: STRENGTHEN BUSINESS AND OTHER COMMUNITY PARTNERSHIPS FOR ASSISTANCE IN IMPLEMENTING STRATEGIC PRIORITIES

Authorization is requested for the Superintendent or designee to negotiate and enter into Third Party Advertising Agreements. In addition, authorization is requested for the Superintendent or designee to negotiate and enter into agreements for advertising on non-school site properties. At the School Board meeting of August 4, 2008, Agenda Item D-45, PROPOSED PROMULGATION OF NEW BOARD RULE: FINAL READING, 6Gx13- 1A-1.151, Advertising on School Board Property was adopted. This Board rule was promulgated as a result of Agenda Item H-10, proffered by Dr. Martin Karp, Member, and approved by the Board at the January 18, 2008, School Board meeting. Subsequent to the August 4, 2008, School Board meeting, various advertising agencies have communicated their interest in entering into agreements with school sites to provide advertising and advertising displays as a means to provide revenue to the schools for interscholastic athletics and activities at secondary schools, special programs and activities at the elementary level, and other Miami-Dade County Public Schools programs.

- Third Party Advertisers are defined as agencies whose business it is to secure advertisements to be placed on various types of displays, such as portable indoor scrolling displays, school parking lot bumpers, broadcasting, websites, and billboards.
- The advertising agencies will enter into the Miami-Dade County Public School *Advertising Agreement (FM -7262 (01-09))* with school site administrators to secure the advertisements, maintain the displays, etc. Compensation to the school may be based on a set fee, commission, percentage, or other financial arrangement in the best interest of the District.
- School Board Rule 6Gx13- 1A-1.151 delineates the criteria all advertisements must meet to be approved by the school site administrator. The principal or designated site administrator will insure that only appropriate advertising is approved and shall be bound by the requirements established in Board Rule 6Gx13- 1A-1.151, Advertising on School Board Property.

- Advertising Agreements will be for a maximum of one-year and may be renewed.
- School site administrators will be permitted to sign one year agreements which are not anticipated to exceed \$25,000 in revenue per year. Agreements exceeding \$25,000 in revenue must be approved by the Regional Superintendent.
- Agreements for advertising that involve ten (10) or more Miami-Dade County Public schools and/or are over \$25,000 will be negotiated by District/School Operations. All funds from these District-negotiated agreements will be distributed equitably to the schools.
- Agreements for wallscapes and billboards on school facilities, district-owned/leased athletic facilities, Greater Miami Athletic Conference (GMAC) and Middle School Athletic Program (MSAP) venues will be negotiated by the District. Wallscapes and billboard advertisements require a lease agreement. The lease agreements will be developed in conjunction with the affected school site, School Operations, the School Board Attorney and the Office of Facilities. All funds from these District-negotiated agreements will be distributed equitably to the schools.
- The Office of Procurement will initiate a Request for Information to ensure that interested third party advertisers receive notice of the District's willingness to entertain third party advertising.
- There is no cost to the District.

A listing of prospective third party advertisers and those wishing to provide advertising for non-school sites who have already contacted the district and various school sites will be submitted to the School Board under separate cover.

RECOMMENDED: That The School Board of Miami-Dade County, Florida, authorize the Superintendent or designee to negotiate and enter into Third Party Advertising Agreements and agreements for advertising on non-school site properties to provide advertising and advertising displays as a means to generate revenues to schools for interscholastic athletics and activities at secondary schools, special programs and activities at the elementary level, and other Miami-Dade County Public Schools programs, as well as advertising agreements delineated in School Board Rule 6Gx13- 1A.151, Communication with the Public, ADVERTISING ON SCHOOL BOARD PROPERTY.

CBM:pra