

Freddie Woodson, Deputy Superintendent
District/School Operations

SUBJECT: AUTHORIZE THE SUPERINTENDENT OR DESIGNEE TO NEGOTIATE AND ENTER INTO AGREEMENTS WITH ADVERTISERS AND ADVERTISING AGENCIES TO PROVIDE ADVERTISING ON SCHOOL BOARD PROPERTIES AS A MEANS TO GENERATE REVENUES

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 enter into agreements with advertisers and advertising agencies on School Board properties as a means to generate revenues.

Authorization was granted to the Superintendent or his designee to enter into advertising agreements on school sites as delineated in School Board Rule 6Gx13- 1A-1.151, Advertising on School Board Property, adopted at the School Board meeting of August 4, 2008. 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, advertisers have expressed their interest in providing advertising to non-school sites as well as school sites. Additionally, various advertising agencies (third party advertisers) have communicated their interest in entering into agreements with Miami-Dade County Public Schools to provide advertising and advertising displays at school sites and non-school sites 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 but not limited to, 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 site administrators to secure the advertisements, maintain the displays, etc. Compensation 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 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.
- 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 District/School Operations.
- 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 schools.
- Agreements exceeding \$25,000 will be reported to the School Board quarterly.
- Agreements for wallscapes and billboards on non-school facilities, 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 may require a multi-year lease agreement. The lease agreements will be developed in conjunction with the affected site, District/School Operations, the School Board Attorney and the Office of Facilities.
- The school principal or designated site administrator shall consider community input, local ordinances, rules and regulations governing outdoor advertising, as established in Board Rule 6Gx13- 1A-1.151, Advertising on School Board Property.
- Funds generated from advertising on school sites, district-owned/leased athletic facilities, Greater Miami Athletic Conference (GMAC) and Middle School Athletic Program (MSAP) venues will be used to provide revenue 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.
- Funds generated from non-school site advertising will be used for Miami-Dade County Public Schools programs at the discretion of the Superintendent.
- The Office of Procurement Management and Services 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.

Examples of prospective third party advertisers who have contacted the district and various school sites expressing an interest in providing advertising will be submitted to the School Board under separate cover.

There is no cost to the District.

RECOMMENDED: That The School Board of Miami-Dade County, Florida, authorize the Superintendent or designee to negotiate and enter into agreements with advertisers and advertising agencies to provide advertising on School Board properties 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.

FW:pra