



AGENDA ITEM NO. _____

**City of Coral Gables
CITY COMMISSION MEETING
NOVEMBER 18, 2008**

ITEM TITLE:

Appearance of Carlos Hidalgo, Marketing Director, ArcoArt Plus to make a presentation on the Coral Gables Trolley Advertisement Program.

CITY MANAGER'S RECOMENDATION:

It is recommended that ArcoArt Plus move forward with the trolley advertisement program, as presented subject to the following condition:

That the proposed trolley directional signs be placed in the commercial area, only.

BRIEF HISTORY:

On August 26, 2008 the City Commission approved a Resolution authorizing the award of On-board Trolley and Print Advertisement Project to ArcoArt Plus, further authorizing the City Manager to execute a two (2) year contract with an option to renew for three (3) additional one-year periods.

The company has requested to make a full presentation of the trolley advertising program in order to show the interior advertising and the installation of trolley directional signage which will serve as a marker for the trolley stops and identifying businesses in the vicinity. This type of trolley signage will be limited to the commercial area only along the trolley corridor.

ADVISORY BOARD/COMMITTEE RECOMMENDATION(S):

Date	Board/Committee	Comments (if any)
10/16/08	Communications Committee	Presentation by ArcoArt Plus for the proposed advertisement on the trolleys

FINANCIAL INFORMATION: (If Applicable)

No.	Amount	Source of Funds
1. N/A		

LEGISLATIVE ACTION:

Date:	Resolution/Ordinance No.	Comments
08/26/08	Resolution No. 2008-128	Granted On-board trolley advertisement to ArcoArt Plus.

APPROVED BY:

Department Director	City Attorney (If Applicable)	City Manager

ATTACHMENT(S):

1. Cover form
2. Resolution No. 2008-128