



City of Smyrna

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Issue Sheet

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Status: Presented

In Control: City Council

File Type: Contract

WARD / COUNCILMEMBER: City Wide

\$ IMPACT:

Agenda Title:

Authorization for the City of Smyrna to enter into a fifteen (15) year Revenue Sharing Contract with one five year renewal option with Plainview Outdoor Advertising for the digital advertising on the City's bus shelters and authorize the Mayor to sign and execute all related documents.

ISSUE AND BACKGROUND:

Request for Proposals for Bus Shelter Advertising, Installation and Maintenance was advertised on November 9, 2020. The program's intent was to repair/replace the existing bus shelters and provide advertising, maintenance and revenue sharing.

Twenty-five (25) firms viewed the RFP requirements and we received two (2) proposals. The proposers provided their best solution and were scored based on the following evaluation criteria: Financial Strength, Qualifications and Experience, References, Qualification of Proposed Project Team, Business and Sales Plans, Innovative Approaches and Compensation Plan. The proposals were scored by staff from Public Works, Administration and Purchasing.

Plainview Outdoor Advertising	Score of 80.20
Signal Outdoor Advertising	Score of 58.47

Plainview Outdoor Advertising Revenue Sharing Proposal:

BASE CONTRACT YEARS 1 - 15

Contract Years 1 - 5 / Minimum Guarantee \$67,200.00

Contract Years 6 - 10 / Minimum Guarantee \$70,560.00

Contract Years 11 - 15 / Minimum Guarantee \$74,088.00

Option Years 1 - 5 / Minimum Guarantee \$77,792.00

Based on the evaluation scores and revenue share (See attachments for details) we recommend award of this project to Plainview Outdoor Advertising for a 15 year contract (as attached) with one five year renewable option. Plainview Outdoor Advertising has proposed a solution to use a portion of the revenue share to replace a percentage of the existing shelters each year and provide weekly maintenance and digital advertising.

RECOMMENDATION / REQUESTED ACTION: The Purchasing Manager and staff recommend award and authorization for the City of Smyrna to enter into a fifteen (15) year Revenue Sharing Contract with one five year renewal option with Plainview Outdoor Advertising for the digital advertising on the City's bus shelters and authorize the Mayor to sign and execute all related documents.