



City of Columbus

Office of City Clerk
90 West Broad Street
Columbus OH 43215-9015
columbuscitycouncil.org

Legislation Text

File #: 0272-2020, **Version:** 1

This legislation authorizes the Director of Recreation and Parks to execute agreements with RBX Media LLC relative to the installation, operation, and maintenance of outdoor signage within public parkland in the City of Columbus after the approval by location for each project site. All information supplied and a proposal from RBX Media was submitted as a result of RFQ012815, request for information, published by CRPD on June 25, 2019.

Background: It is CRPD's desire to allow this project in order to obtain revenue to support the operations and programming that will go to support the mission of the department. The initial project will consist of installation of a digital billboard at Berliner Sports Park only. All future proposed locations will require the full evaluation and approval by the Director of Recreation and Parks prior to commencement.

RBX Media (RBX) will be responsible for all preliminary investigation of outdoor signage and code requirements within the State of Ohio and City of Columbus for each proposed location. In addition, RBX is responsible for obtaining any necessary applications and permits for equipment installation at no cost to the City of Columbus.

CRPD is requesting that Council waive Section 3378.03 (B) of Columbus City Code that prohibits the placement of billboards inside of, or within 500 feet of, a public park. This waiver is only for the digital billboard that is to be installed by RBX at Berliner Sports Park under this agreement.

The billboard is to be designed, constructed, and installed at the sole cost of RBX, with permanent lettering identifying the Berliner Sports Park and the City of Columbus Recreation and Parks Department with logo.

RBX is required to remit 30% of the net advertising revenues from the Berliner Sports Park billboard to CRPD. Those funds will be used to support the operations and programming of the department in order to further the mission. All revenue received as a result of this agreement shall be deposited to the Recreation and Parks Special Purpose Fund 2223; Subfund 222308 and the Columbus Foundation Fund 2476 with the Columbus Foundation. The Columbus Recreation and Parks Commission authorized the Director to enter into the agreement with RBX at their meeting on February 12, 2020.

Fiscal Impact: There is no cost to the City relative to the aforementioned agreement. Instead, the City is to receive a percentage of the net advertising fees generated by RBX Media, LLC from the sale of advertisements on the digital billboard in Berliner Sports Park. The funds will be dispersed according to the agreements executed for this project.

Principal Parties:

RBX Media, LLC
4100 Regent Street, Suite G
Columbus, OH 43219
James Bicknell, 614 743 3566

To authorize the Director of Recreation and Parks to enter into agreements with RBX Media, LLC relative to the installation, operation, and maintenance of a sign and equipment located at Berliner Sports Park; to waive Columbus City Code Section 3378.03(B) relating to the placement of billboards inside of, or within 500 feet of, a public park; to authorize the Director of Recreation and Parks to accept a portion of the revenue generated by the sign from RBX and deposit into the Recreation and Parks special purpose fund and Recreation and Parks Foundation Fund. (\$0.00)

WHEREAS, the City of Columbus Recreation and Parks department (CRPD) is responsible for the operation, use, and maintenance of City Parkland within the City of Columbus; and

WHEREAS, CRPD publicly advertised a Request for Information on City of Columbus Vendor Services for proposals relating to potential Signage Partnerships; and

WHEREAS, RBX Media, LLC submitted all pertinent information and subsequent proposal as a result of the Request for Information on Signage Partnerships; and

WHEREAS, it is CRPD's desire to authorize this project in order to obtain revenue to support the operations and programming to support the mission of the department; and

WHEREAS, the Columbus Recreation and Parks Commission authorized the Director to enter into the agreement with RBX at their meeting on February 12, 2020; and

WHEREAS, it is necessary to waive Section 3378.03(B) of City Code that prohibits the placement of billboards inside of or within 500 feet of a public park; and

WHEREAS, as compensation for use of the City Parkland, RBX Media, LLC will pay the Department of Recreation and Parks a percentage of the net advertising fees generated from the sale or placement of advertisements on the Equipment, and will disperse these funds per the contract with the City; and

WHEREAS, it has become necessary in the usual daily operation of the Department of Recreation and Parks to authorize the Director to enter into the agreements with RBX and to accept revenue generated by the sign, for the public health, safety and welfare; **NOW, THEREFORE**

BE IT ORDAINED BY THE COUNCIL OF THE CITY OF COLUMBUS:

SECTION 1. That the Director of Recreation and Parks be, and is hereby, authorized to enter into agreements with RBX Media, LLC relative to the installation, operation, and maintenance of a sign, and other items (the Equipment), located at Berliner Sports Park.

SECTION 2. That the Department of Recreation and Parks be and is hereby authorized to accept a percentage of the net advertising fees generated by RBX Media, LLC from the sale or placement of advertisement on the Equipment within the City of Columbus Parkland, and that the funds will be dispersed per the terms of agreements signed with the City and deposited to Special Purpose Fund 2223 Subfund 222308 and Recreation and Parks Foundation Fund 2476 with the Columbus Foundation accordingly.

SECTION 3. That the provisions of Section 3378.03 (B) of Columbus City Code that prohibits the placement of billboards inside of, or within 500 feet of, a public park are hereby waived relative to the installation, operation, and maintenance of the sign to be installed at Berliner Sports Park.

SECTION 4. That this ordinance shall take effect and be in force from and after the earliest period allowed by law.