



# City of Philadelphia

City Council  
Chief Clerk's Office  
402 City Hall  
Philadelphia, PA 19107

**BILL NO. 140897**

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**Introduced November 13, 2014**

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**Councilmember Johnson, Council President Clarke and Councilmember  
Henon**

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**Referred to the  
Committee on Public Property and Public Works**

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## **AN ORDINANCE**

Authorizing the Procurement Commissioner, on behalf of the City, to enter into a Concession Agreement with Titan 360 Outdoor, LLC, for the provision of a coordinated street furniture and advertising program, and approving placement in the right-of-way of such street furniture, all under certain terms and conditions.

WHEREAS, The City is committed to promoting the use of public transportation; promoting attendance at arts and cultural institutions and events; and pursuing additional sources of General Fund revenue; and

WHEREAS, The implementation of a coordinated street furniture program to provide transit shelters, benches at transit stops, kiosks to provide information regarding arts and cultural institutions and newspaper distribution structures, all with design that is distinctive, sturdy and suited to a variety of environments and neighborhood characteristics, will benefit the City's residents and visitors; and

WHEREAS, The City has maintained street furniture concessions for more than two decades, the most recent of which ends on December 31, 2014; and

WHEREAS, A coordinated street furniture program that includes an advertising component can be provided at no cost to City taxpayers, while generating substantial General Fund revenue for the City; now, therefore

*THE COUNCIL OF THE CITY OF PHILADELPHIA HEREBY ORDAINS:*

SECTION 1. The Procurement Commissioner, on behalf of the City of Philadelphia, is hereby authorized to enter into a Concession Agreement with Titan 360 Outdoor, LLC, for

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the provision of a coordinated street furniture and advertising program pursuant to terms substantially as set forth in the document attached hereto as Exhibit "A," and such street furniture may be placed in the right-of-way at such locations as may be determined by the City or through a process determined in the Agreement.

SECTION 2. The City Solicitor is hereby authorized to review and to approve the agreement necessary to effectuate this Ordinance, pursuant to such terms and conditions as the City Solicitor may deem necessary and proper to protect the interests of the City of Philadelphia and to carry out the purpose of this Ordinance.

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## Exhibit A - Term Sheet

### **Concession Agreement Parties**

City of Philadelphia (Procurement Department) & Titan 360 Outdoor, LLC.

### **Term of Concession**

20 year term beginning January 1, 2015.

### **Scope of Work**

The Concessionaire will design, fabricate, install and maintain at its sole expense Street Furniture that is, distinctive, sturdy and suited to a variety of environments and neighborhood characteristics with a minimum useful life of 20 years; manage a program for the sale of advertising to maximize the value of the Street Furniture; and provide to the City minimum annual guaranteed revenue (MAG) and a share of sales revenue beyond the MAG.

### **Economic**

### **Opportunity**

### **Plan**

The signed Economic Opportunity Plan includes specific, and in many cases local, MBE, WBE and DSBE participation in this Concession that exceed the ranges established in the RFP.

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