



## Legislation Text

File #: O-240-21, Version: 1

Street Banner Hardware  
Office of the Mayor

**Authorizing the expenditure of an amount not to exceed \$21,000 from the General Fund for installation of promotional banner hardware on light posts along major corridors in the city of Toledo; authorizing the Mayor to enter into an agreement with CGS Imaging; waiving the competitive procurement requirements of TMC Chapter 187; waiving the Title Nine - Sign Code, under Part Thirteen - Building Code, of the Toledo Municipal Code; and declaring an emergency.**

### SUMMARY & BACKGROUND:

The purpose of this ordinance is to facilitate the installation of 147 banners along high traffic, major corridors in the city of Toledo in time for the Fourth of July, Jeep Fest 2021, and Solheim Cup 2021. The banners will be hung on City-owned poles in the medians of Reynolds Road, between I-90 & Brownstone Boulevard, and Dorr Street, between Lawrence Ave & Forest Ave, as well as on light posts owned by First Energy, along both sides of the street, on St. Clair Street, between Jefferson Avenue & Adams Street, Huron Street, between Monroe Street & Adams Street, and Summit Street, between Jackson Street & Lafayette Street.

The total cost of the project is estimated to be \$35,000, with the City contributing \$21,000 of this total to cover the costs of hardware and installation. Funds will be paid to CGS imaging. The remainder of the funds needed for this project will come from sponsors.

The 2021 Solheim Cup is expected to bring up to 150,000 visitors to the city of Toledo, draw 7.3 million television viewers, and over one billion social media impressions. The Solheim Cup Opening Ceremonies are expected to bring over 30,000 visitors downtown. The projected economic impact that the 2021 Solheim Cup is expected to have on our region is \$32 million. Jeep Fest is expected to draw 60,000 people downtown and have an economic impact of \$5.6 million. This project will facilitate the city and community putting its best foot forward to maximize the economic impact of these events, and to encourage similar events and investment in the city of Toledo moving forward.

The fiscal impact of this ordinance is as follows:

- The amount of funds requested: up to \$21,000
- The expenditure budget line item: 1001-22500-2413003STDSTD
- New revenue generated (operational revenue, grants, if any): none
- Revenue budget line item (if any): none
- Are funds budgeted in the current fiscal year (yes/no)?: yes
- Is this a capital project (yes/no)?: yes
- If yes, is it new or existing (new/existing)? New
- What section of the City's Strategic Plan does this support:
  - Excellence in Basic Services (yes/no) no
  - Quality Community Investment (Livable City, Development) (yes/no) yes

- Workplace Culture & Customer Service (yes/no) no
- Environment (yes/no) no

NOW, THEREFORE, Be it ordained by the Council of the City of Toledo:

SECTION 1. That an expenditure of an amount not to exceed \$21,000 is authorized from the General Fund Account Code 1001-22500-2413003STDSTD for payment to CGS Imaging for 147 sets of banner hardware, which will be affixed to light posts along major corridors in the city of Toledo, enabling the installation of 147 banners.

SECTION 2. That the Mayor is authorized to enter into an agreement with CGS Imaging for the purpose authorized in Section 1, upon terms and conditions acceptable to the Director of Law.

SECTION 3. That this Council finds and determines it is in the best interests of the City to waive the competitive procurement requirements of TMC Chapter 187 for the reason that CGS Imaging is providing similar services to the Solheim Cup organizers and is able to provide its services on a timely, coordinated and cost-efficient basis.

SECTION 4. That the Finance Director is authorized to draw warrant or warrants against the above-mentioned Account Code in an amount not to exceed \$21,000 in payment of the above authorized obligations upon the proper voucher or vouchers.

SECTION 5. That Toledo Municipal Code Title Nine - Sign Code, under Part Thirteen - Building Code is hereby waived with respect to the pole locations and banners by reason that the locations are intended for civil, decorative, and non-commercial purposes and on condition that sponsored logos shall not exceed 10% of the entire surface area of the banner.

SECTION 6. That this Ordinance is declared to be an emergency measure and shall take effect and be in force from and after its passage. The reason for the emergency lies in the fact that this ordinance is necessary so that these banners may be ordered and installed before the 2021 Jeep Fest and Solheim Cup.

Vote on emergency clause: yeas 12, nays 0.

Passed: May 11, 2021, as an emergency measure: yeas 12, nays 0.

Attest:

Gerald E. Dendinger  
Clerk of Council

Matt Cherry  
President of Council

Approved:

May 13, 2021  
Wade Kapszukiewicz  
Mayor