

# KEYNOTER



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Key West may embark on a pilot revenue-sharing program with Outdoor Partner Media by placing 20 new trashbins around town with advertising spots on their sides. The trial would last one year, and if found favorable, would expand the following year.

## City may partner with trashbin firm

*Spots for ads on new bins could bring in funds*

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Trashy advertising is coming to Key West. Literally.

Tuesday, the City Commission is set to approve a pilot program with Outdoor Partner Media permitting the replacement of 20 city waste receptacles around town with new receptacles plastered with advertisements.

In return, the company would pay the city \$30 per can per month for the prime advertising space.

"The waste cans that are offered in the proposal would cost the city \$1,500 to purchase," noted Utilities Department Plant Manager R.B. Havens in a memo to the commission. "The cans are attractive, provide much more space for waste than the cans we currently use and weigh 350 pounds."

The cans, called PartnerBins, are doublewide, water safe receptacles with panels on the front and back for poster ads. The boxes, 4 feet and 1 inch by 4 feet, have a 90-gallon capacity.

The revenue from the proposed yearlong trial program could help the city offset waste management expenditures.

"The city currently has some 450 waste cans strategically placed around town," Havens noted. "Waste Management services 340 of these cans at a cost of \$.88 per can per day and General Services handles the balance."

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Multiplied out, trashcan maintenance costs \$109,208 a year.

The pilot program alone would earn the city \$600 a month, or \$7,200 annually.

"After the pilot program has run, or any time we so choose, the city and Outdoor Partner will renegotiate the program for expansion," Havens said.

At that point, Outdoor Partner would no longer pay the fixed \$30 per can per month, but "the company has agreed to a revenue share from the advertising. Staff believes, after conversations with the company, that the revenue share would be enough to cover the cost of collection of the waste from the cans.

"With 100 cans in place, the potential savings to the city would be approximately \$5,280 a month or \$63,360 annually."

The city would also get free advertising space.

"Outdoor Partner Media has offered to let the city use a percentage of the ad space for its own use," Havens noted. Plus, "the company has agreed to work closely with the city in choosing potential advertisers and will give the city the ability to choose what is acceptable to our community."

Certain areas of downtown may be off limits to the cans.

"Staff is working with [the Historic Architectural Review Commission] to see if the waste cans would be acceptable in the HARC areas of town. If not, the cans will still be a nice addition to the beaches, parks and boulevard."