

Trashbin trails commence

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A new wave in advertising will crash onto Key West next month with the arrival of trash cans plastered with slogans and campaigns.

Outdoor Partner Media will be shipping its first two doublewide advertising receptacles down in August, with the other 18 following shortly after.

"There will be 10 on Smathers Beach and 10 on North Roosevelt between Kennedy Drive and First," explained Outdoor Partner Media CEO Mark Brodtkin. "Ultimately, we want to put them all throughout Key West, but to put them in Old Town we have to pass through" the Historic Architecture Review Commission.

"We want to put the units down, demonstrate how good they look, and then, seeing the response of local advertisers and the local community, go before HARC," Brodtkin said.

The one-year pilot program is part of a joint partnership with the city.

Outdoor Partner Media is paying the city \$30 a month for each



A sample Key West PartnerBin sits outside Old City Hall on Greene Street as the City Commission was voting to approve the pilot program. Similar boxes will be in town starting next month.

receptacle, called PartnerBins, during the pilot program. If the project takes off, the company has agreed to revenue sharing with the city from the advertising.

"The trend nationwide is that under tight budget constraints, municipal governments are looking for innovative public-private partnerships to generate revenue," Brodtkin said.

Brodtkin is currently visiting Key West to determine the marketability of the trashcans' advertising space.

"We're in the preliminary market research stage," he said, adding that none of the advertising space will be sold until mid-August. "But we're very optimistic. This is a vibrant community with a number of local businesses. We feel the response will be exceptional. At this stage, we expect the demand to be greater than we can provide for."

The 90-gallon PartnerBins will

be maintained by Outdoor Partner Media.

"Our reputation depends on how those bins look, so we're extremely committed to making sure those units are clean," Brodtkin said.

PartnerBins are on campus at the University of Memphis, the University of Texas at Arlington and in the city of Knoxville, Tenn. The company is based in Toronto, Canada, and Kingsport, Tenn.

The city now has about 450 trash cans around town, with Waste Management servicing 340 of those at 88 cents per can per day, according to the city Utilities Department. Trashcan maintenance costs citizens \$109,208 a year.

The one-year pilot program alone would earn the city \$7,200 annually. If expanded, the revenue sharing could earn the city \$63,360 annually if 100 cans were placed around town.