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CITY COUNCIL MEETING AGENDA ITEM REPORT

DATE: February 12, 2025

SUBMITTED BY: Rob Perry, City Administration

ITEM TYPE: Miscellaneous

AGENDA SECTION: NEW BUSINESS BY DEPARTMENT HEADS, CITY ATTORNEY AND COUNCIL

SUBJECT: Removal of Soofa On-street Digital Media Signs

SUGGESTED ACTION: Approval

Is this item Quasi-Judicial?

No

Does this item require a public hearing?

No

EXPLANATION:

At the May 25, 2022 City Council meeting, Council approved the installation of Soofa Signs in various locations around the City. Since then, the CRA has funded the maintenance of the signs and the maintenance agreement states that the annual service fee for each sign is \$6,200 per year. Currently, there are three signs operating in the City.

The three locations are:

- Corner of 3rd Avenue West and Old Main Street (Outside Orange Blossom Coffee)
- 3rd Avenue near the Riverwalk Splashpad
- 24th Street East near the Bradenton Dream Center

The CRA did not include funding for the annual service fees in the FY2024-2025 budget and staff does not feel that the signs have been particularly effective or valuable with public outreach, directional or event benefits, or communication otherwise. Staff is recommending discontinuing the service and removal of the signs.

FINANCIAL IMPACT:

None. The agreement states that Soofa is responsible for the removal of the signs.

SUGGESTED MOTION:

Motion to authorize staff to direct Soofa to remove the three on-street digital media signs and discontinue the service.

ATTACHMENTS: