



## Legislation Text

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**File #:** ID 18-0370, **Version:** 1

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Resolution Approving the Global Encroachment Agreement Between the City of Greensboro and Smart City Media, LLC for Encroachment Into City Right-Of-Way and City Property

Department: Information Technology

Council District: All

Public Hearing: No

Advertising Date/By: N/A

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Contact 2 and Phone: John Gribble, Franchise & Right of Way Manager, 373-2464

**PURPOSE:**

To give the approval of the Global Encroachment Agreement between the City of Greensboro and Smart City Media, LLC.

**BACKGROUND:**

City of Greensboro entered into discussions with Smart City Media in order to have Smart Media Platforms aka Kiosks inserted into City right of way and City property. Smart City Media, LLC. approached the City in order to ask for a Global Encroachment for the placement of these devices.

Smart City Media is a Community Bulletin Board for Smart Cities. Smart City Media uses its real-time, interactive media platform as an engagement tool to help make citizens & tourists feel Smarter, Safer and Better Connected.

Built as a fully integrated Internet of Things (IoT) channel with a full array of Smart City messaging (e.g. urgent communications, ADA, multi-lingual). 'Best of' city content is broadcast to a network of smart outdoor and indoor screens/kiosks, a mobile app and Wi-Fi portal. SCM offers cities new revenue, plus content share and ad creation targeted to small businesses.

Information Technology has approved this placement of communication connectivity.

**BUDGET IMPACT:**

City will receive twenty-five percent of net advertising revenue derived from the operations of the kiosks.

**RECOMMENDATION / ACTION REQUESTED:**

It is recommended that City Council give the of the encroachment agreement between Smart City Media, LLC

and the City of Greensboro.