



Hollywood High School

Pilot Digital Billboard Proposal

Presented by Quinton Dean, Deputy CPO & Ms. Alejandra Sanchez, Principal of Hollywood High School
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Recommendation

- Respectfully ask this Board Committee to recommend to the full Board a suspension of Board Rule 1251 related to the guidelines for advertising and sponsorship activities and allow an Electronic Digital Billboard Pilot at Hollywood High School.
- Any future award recommendation will be presented to the BFAC before going before the full Board of Education.

Board Rule 1251 Sponsorship and Advertising Activities



- On December 14, 2010, the LAUSD Board of Education amended Board Rule 1251. The intent of the amended Board Rule is to permit the recognition of LAUSD sponsors through signage, branding or other media. It is not the intent to allow for the sale of products or services or the promotion or endorsement of products, services or companies.
- Except as otherwise provided by Board Rule, the following activities on Los Angeles Unified School District shall be as follows:
- The advertising, or sale to students or employees of articles shall be prohibited.
- Permanent advertising shall be permitted only with approval by the Superintendent or his {her} designee.
- Sponsorship recognition through temporary signage that does not include a “call to action” as described in 1251(1) shall be allowed when there is clear benefit to the school and/or District, has a clear sunset date, has minimal impact on school operations or classroom activities, and is not located within the classroom.
- Permanent sponsor recognition shall be permitted only with approval by the Superintendent or his/her designee.

Revenue Generation



- Opportunity for School to receive needed revenue to support various programs, i.e., arts, science, technology, and the Advanced Placement Program
- There is zero upfront or continuing cost for the school or any District office

Objectives & Rationale



- Increase sponsorship and advertising funds for Hollywood High School to benefit HHS students & staff
- Build community relations that will provide Work-Based Learning opportunities for students and staff
- While Hollywood High School is located in the middle of the entertainment and arts capital of the world, we lack funds to implement many instructional programs and purchase equipment needed to fully realize the potential of our students

Location #1:
SE corner of
Sunset & Highland





Vendor's Responsibilities

- Vendor will bear all costs and will be responsible for:
 - Securing all permits, licenses, and approvals from the city, state, or local entities
 - The design and construction of the electronic billboard
 - Maintenance of the electronic billboard, i.e., graffiti removal and L.E.D. displays
 - Electrical power
 - Finding and obtaining potential advertisers and sponsors

District Review and Approval of Content



- No alcohol, tobacco, drugs, or other inappropriate advertisements will be accepted
- A select District team will be chosen to review and approve the content of the advertisement
- The Team will consist of a School Administrator, a representative from the Ethics Office, Office of Communications, Office of General Counsel, School Operations, and the Office of Educational Services

Estimated Annual Revenue



- School may receive hundreds of thousands of dollars in annual revenue
- Total revenue received will depend on the number, size, and location of billboards on the school site (from 1 to 3 billboards)

If Approval to Proceed is Received from the Board



- Procurement will publish a Request for Proposal (RFP) to obtain the proposal that offers the best value to the District
- After winning proposer is identified, Procurement will come back to the BFAC, present its findings, and request a recommendation
- Procurement will then present to the full Board for approval



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Questions and Answers