



City Commission Agenda Item

Meeting Date: May 20, 2025

From: Randy Frazer, City Manager

Item: Cost Share for Billboard Framing Repair at Exit 213

Motion: A Resolution authorizing the City of Arkansas City to approve a payment of \$1,874.34 from the Transient Guest Tax Fund to Cardinal Sign, LLC, representing the City's 50% cost share to replace the billboard frame at Exit 213, in partnership with Visit Ark City. **(Voice Vote)**

Background: Visit Ark City has contracted with Cardinal Sign, LLC to refurbish the billboard structure owned by the City of Arkansas City and located at Exit 213 in Oklahoma. The billboard's new facing has already been paid for. However, recent high winds destroyed the metal framing that supports the sign face, requiring the complete reconstruction of the frame.

Cardinal Sign has provided an estimate of \$3,748.68 for the new framing and installation work. LG Pike has volunteered to assist with the installation process at no cost, reducing the overall expense to the City and Visit Ark City.

Visit Ark City has agreed to pay 50% of the framing cost and is requesting the remaining 50% to be funded from the City's Transient Guest Tax Fund. This joint investment will ensure continued visibility and promotion of Arkansas City to northbound travelers on I-35.

Total Project Cost: \$3,748.68

- City Share (Transient Guest Tax Fund): \$1,874.34
- Visit Ark City Share: \$1,874.34

Funding for the City's portion is available in the Transient Guest Tax Fund.

Commission Options:

1. Approve the Resolution
2. Disapprove of the Resolution
3. Table the Resolution for further discussion

Fiscal Impact: Amount: **\$1,874.37**

Fund: **23 (Tourism)** Department: **773 (Tourism)** Expense Code: **6212 (Payments to Contractors)**

☐ Included in budget ☐ Grant ☐ Bonds ☒ Other Not Budgeted

Attachments:

- Request letter from Visit Ark City
- Estimate from Cardinal Sign

Approved for Agenda by:

Randy Frazer, City Manager