

ARC MEDIA

555 E HIDDEN CREEK PKWY

THE CITY OF
BURLESON
TEXAS



The ARC Team



Jesse Laizure- Founder & CEO

- Graduate of Wheaton College
- Co-Founder of 2 Startups, both acquired in M&A
- 18 Years Building International Companies



Rob Laizure Sr- Chairman

- 35+ Years in Outdoor
- M&A Transaction with Martin Media- 13,000 Locations
- Built Laizure/Cooney Outdoor, sold to Eller (Clear Channel)



Travis Heriaud- Partner

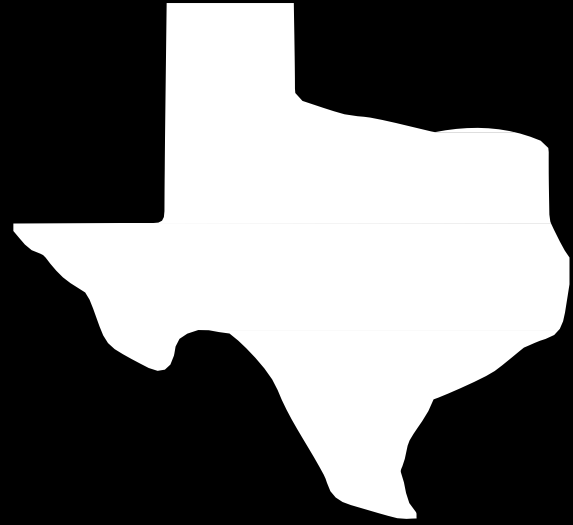
- Partner and Board Member of Zenith Bank
- Chairman of OPNAD from 2016-2020
- Spent 15+ years building McDonalds Franchisee Organization



SG Ellison- Partner

- CEO & President of Diversified Restaurant Group- 300+ Taco Bells Nationwide
- President & CEO of A&C Ventures- Real Estate Portfolio
- Founder of First Street Development





Partnering Team



**David
Parker**



**Colt
McCoy**

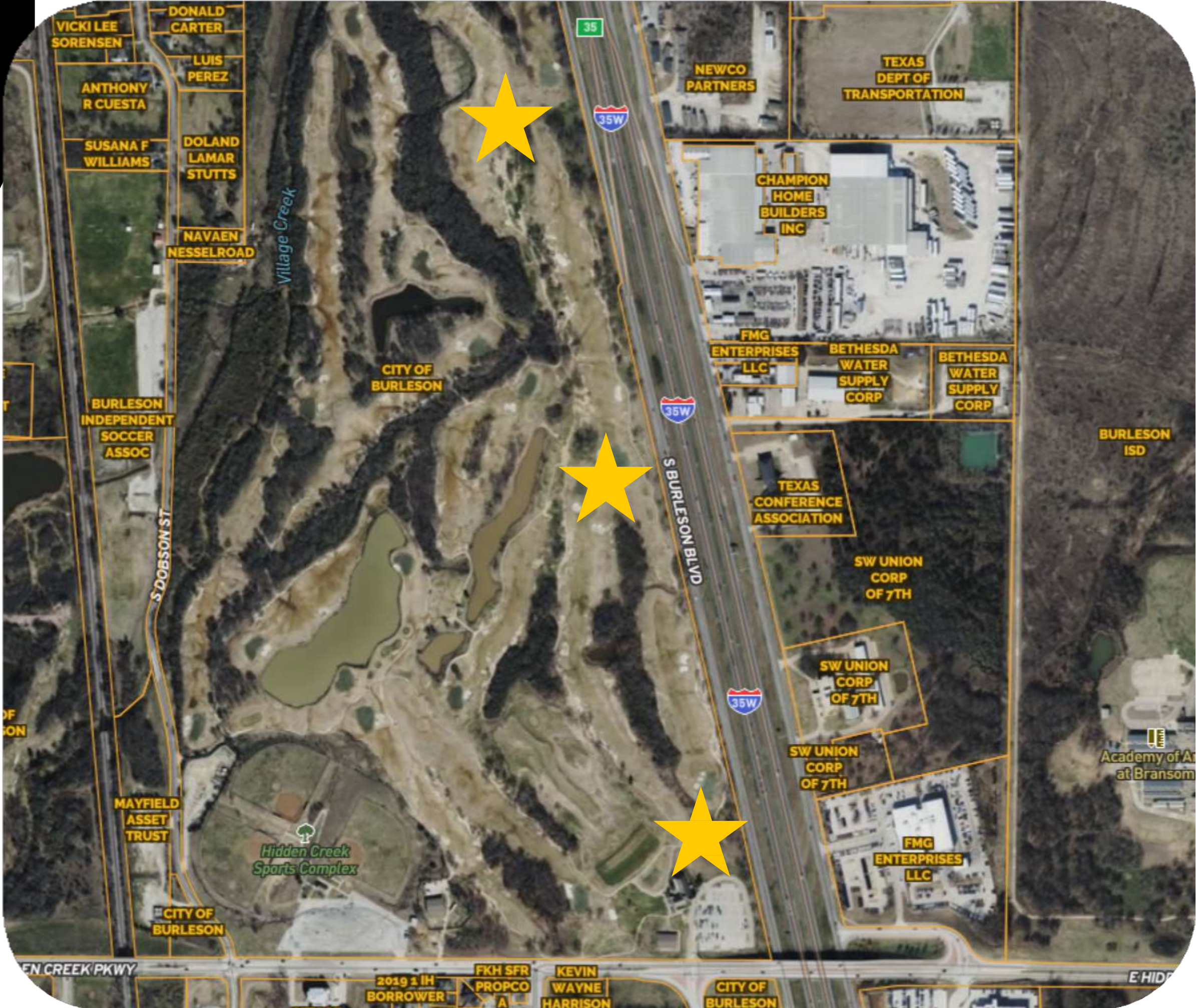


**George
Jennings**



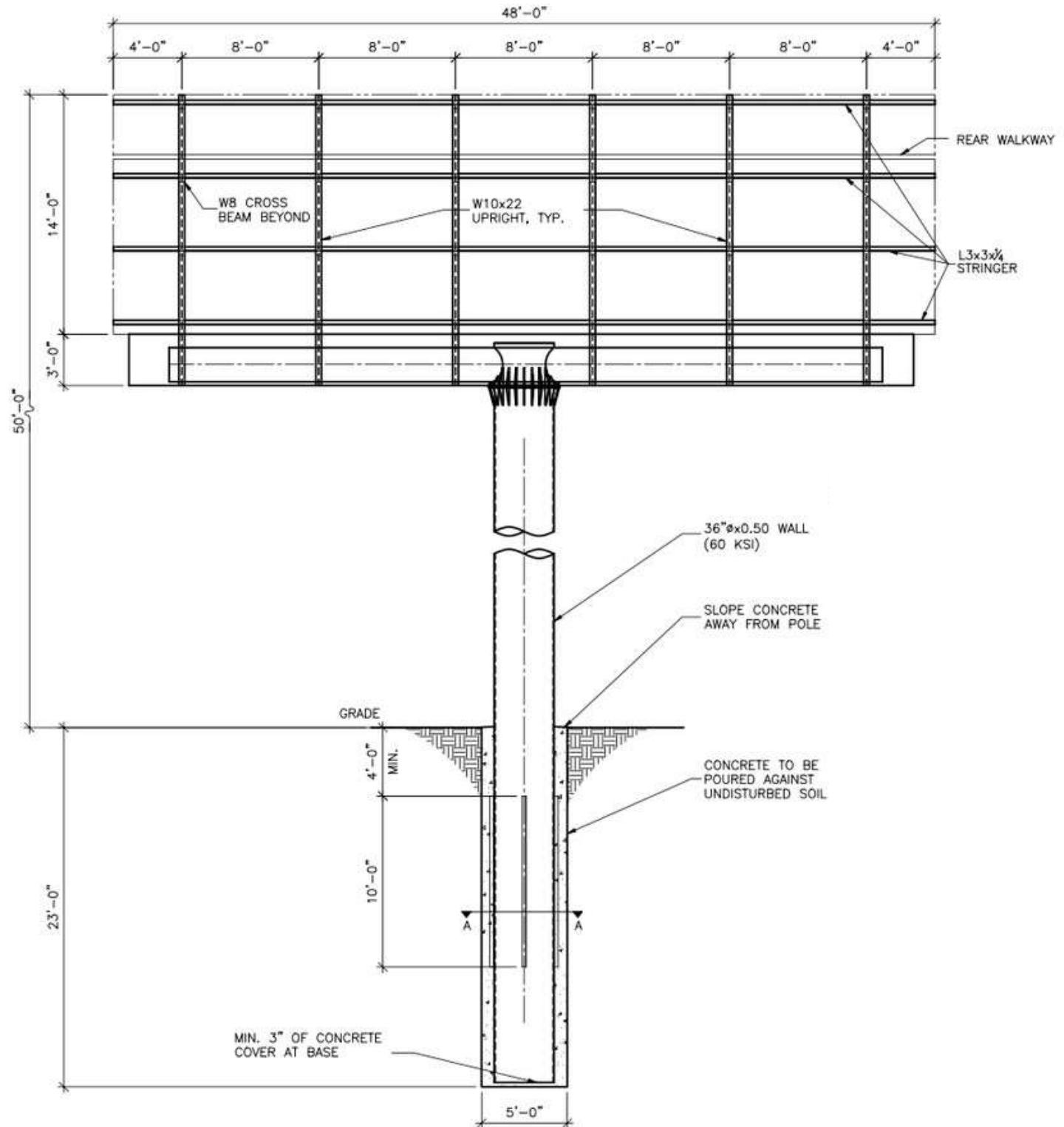
The Site

555 E HIDDEN
CREEK PKWY



Proposed Builds:

THREE 14 X 48 back to back digital structure



Monument Design



City Voice

THE CITY OF
BURLESON
TEXAS



Proposed Partnership

- **One Burleson Monument** (Open to more)
- **\$50K Annual Base Revenue** (Guaranteed)
- **30% Revenue Share** on top of base rent
 - **Estimated \$120K+ annual revenue**
- **1 Advertising Turn per Month** for the City of Burleson
- **Alerts/Urgent Messaging Priority**
- **Controlled Advertising Content**
- **Costs Covered**- ARC MEDIA will be responsible, at its sole cost and expense, for obtaining all necessary entitlements and approvals from applicable governmental authorities for the construction and operation of the board.



Revenue Projections

Burleson Monument

DIGITAL Proforma	
(One Structure) 14 X 48	
<i>DIGITAL- 16 spots total</i>	Normalized Run Rate
Occupancy	80%
Faces Sold	12.8
Avg Rate / Face Sold	\$ 2,500
Four Week Period Revenue	\$ 32,000
Gross Annual Revenue	\$ 416,000
City of Burleson Annual Base Rent	\$ 50,000
City of Burleson Annual Revenue (30%) less base rent	\$ 74,800
Total Annual Revenue to Burleson	\$ 124,800

Digital Technology

Light Eliminating Technology- Preserving Dark Skies



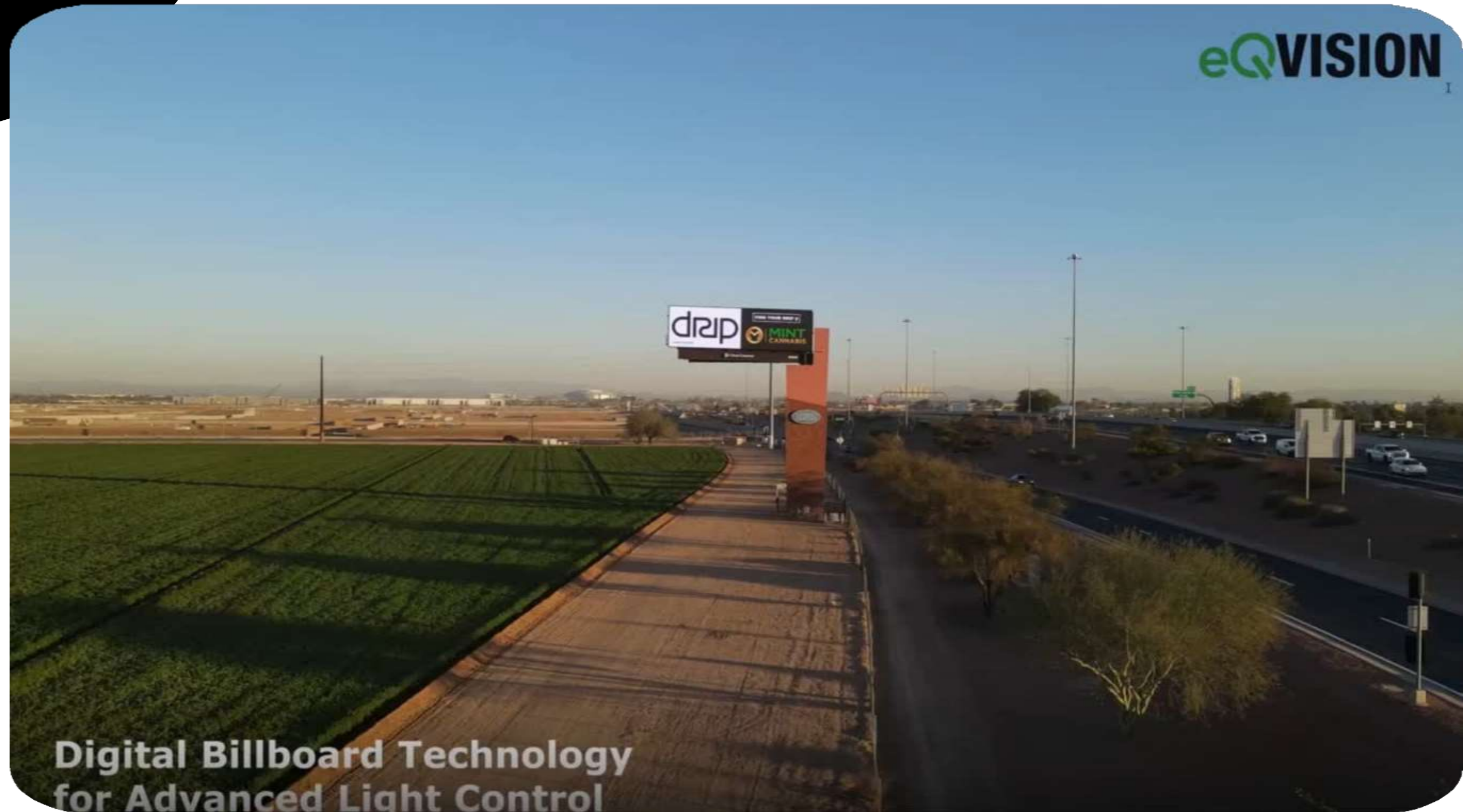
Before-Static



After-Digital

Digital Technology

Light Eliminating Technology- Preserving Dark Skies



eQVISION

Digital Billboard Technology
for Advanced Light Control

Digital Technology

Light Eliminating Technology- Preserving Dark Skies



ARC MEDIA

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