



STAFF REPORT
12/8/2021

TO: Honorable Mayor and City Council Members
FROM: Jacob Alvarez, Assistant to the City Manager
SUBJECT: Annual Purchase/Renewal of Billboard Advertisement from Lamar Advertising

STAFF RECOMMENDATION:

That the City Council approve the City Manager to execute a fourth 1 year Agreement/Renewal to purchasing Billboard Advertising with Lamar Advertising located near Cesar Chavez St. and Grapefruit Boulevard.

BACKGROUND:

The City over the past 6 years has seen an increase in Community Events such as Community Cleanup days, El Grito, 4th of July Firework display, Christmas Parade, Run with Los Muertos, Movies at the Park, Suavecito Sundays, Tacos and Tequila and most recently the COVID-19 pandemic. Staff recognizing that the City's increased use of Lamar Billboard; staff requested another proposal from Lamar to identify any possible savings.

One of the biggest advantages of a yearly contract is securing a prime location, reaching members of the community and visitors who may not utilize social media, and having the flexibility to consistently promote events, emergency messaging and the City's image. In addition, a year-long agreement gives the City access to much less expensive "disposable vinyl" which lasts 30 to 60 days, typically the window used to promote events.

Previous Individual Billboard Purchases:

Example of Expenditures

Movies in the Park	1,795
Suavecito Sundays	595
Suavecito Sundays	1,200
Tacos Festival	6,085
Tacos Festival	945
Tacos Festival	3,500
Tacos Festival	300
Fourth of July	<u>2,000</u>
Total	\$16,420

For 20 weeks of advertising

Year-long contract outlook

- \$16,500 for space
- 52 weeks total
- Average \$1,375 per 4-week period
- Printing & installation \$125 each campaign

Savings

- Retail rate for space \$19,500 per year – Savings of \$3,000

The total billboard expenditure for FY 17/18 was \$16,420 which only provided 20 weeks of advertising as opposed to \$15,600 billboard space cost plus vinyl cost of \$125 per campaign for 52 weeks. A yearly contract secures this location. This is considered a prime location that is seen by 60,000 people each week.

FISCAL IMPACT:

There will be a \$16,500 impact plus a \$125 vinyl printing and installation per campaign to the City's General Fund. Council appropriates these funds from the City's General Fund (101). The expenditure will be allocated to the advertised event.

EXHIBIT(S):

- 1) Lamar Advertising Contract