

# CITY OF RICHLAND CENTER

## AGENDA ITEM DATA SHEET

**Agenda Item:** 14. Consider Request to Authorize Billboard Advertising

**Meeting Date:** Tuesday, June 6, 2023

**Requested by:** Ashley Oliphant

**Background:** In February 2023, the Common Council authorized the execution of a lease agreement between the City and The Lamar Company for the continued placement of a billboard on city owned tax parcel 276-2812-1000. One face of the billboard was to be transitioned to digital advertisements. The executed lease agreement is for a term of fifteen years with an annual rent of \$4,500 (previously \$300/year). As part of this agreement, Lamar offered the City a reduced cost for advertising at a rate of \$500 per flight (four week period).



On May 16<sup>th</sup> several department heads met with a Lamar representative to discuss advertising options and how the City might utilize this medium. If the City is to secure advertising on the digital billboard, an initial six month/24-week or one year/52-week package must be purchased. Of the available spots, one is remaining. Advertising on the digital billboard is tentatively set to begin in July 2023.

If approved to purchase advertising space, departments suggested the following items be advertised.

Note: *this is not an all-inclusive list*

### Library

- Book Sales
- Programming
- Happy Holidays
- Women's History Month
- Black History Month
- National Library Week
- Poetry Month
- Hours & Contact Info
- Website Resources
- Services

### Economic Development

- City Land for Sale
- Project Updates
- Grant Opportunities
- SBDC, WEDC Workshops
- Job Openings

### Tourism

- Extension of "You'll Find it Here"
- Rodeo
- Taste of the Hills
- County Fair
- Thunderfest
- Other Events

### Parks & Recreation

- New Events
- Programming
- Aquatic Center Info
- Season Help Recruitment
- Sponsor Thank Yous
- Employee Recognition

**Financial Impact:** \$3,000 for a 24-week package or \$6,500 for a 52-week package.

**Requested Action:** Motion to authorize the City Administrator to secure a \_\_\_\_\_ week digital billboard advertising package with The Lamar Company utilizing ARPA funds.