

# CITY OF RICHLAND CENTER - AGENDA ITEM DATA SHEET

**Agenda Item:** Digital Billboard Advertising Package Renewal

**Meeting Date:** Finance & Council on 5/6/2025

**Requested by:** Ashley Oliphant, City Administrator

**Background:** In both 2023 and 2024, the City executed a 52-week advertising contract for digital billboard advertising at a discounted rate of \$500/flight or \$6,500 for 52 weeks. This request is to renew the contract with no changes to terms or rate.



All departments continue to be provided with the opportunity to advertise in an “on demand” fashion. The Tourism Coordinator acts as a liaison between Lamar and the City to ensure attractive, relevant, and varied advertisements are displayed. Over the last year, 34 different advertisements from nearly all departments have been displayed on the digital billboard. Tourism Coordinator Marty Richards shared, “This has been well utilized and I think very beneficial to the city.”



**Recommendation/Request:** To authorize the lease renewal for a 52-week advertising contract with the same terms as the current contract.

**Financial Impact:** \$6,500 (fully budgeted)

**Funding Source:** Community Development/Misc Expense (10-56100-390)

**Requested Action:**

**FINANCE:** Motion to recommend to the Common Council to authorize the execution of a 52-week lease renewal for a digital billboard advertising package with the Lamar Company at a cost not to exceed \$6,500.

**COUNCIL:** Motion to authorize the execution of a 52-week lease renewal for a digital billboard advertising package with the Lamar Company at a cost not to exceed \$6,500.