

# CITY OF RICHLAND CENTER - AGENDA ITEM DATA SHEET

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

**Meeting Date:** Finance & Council on 5/7/2024

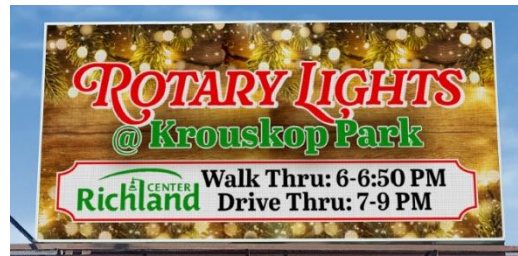
**Requested by:** Ashley Oliphant, City Administrator

**Background:** In 2023, the City executed a 15-year lease agreement with the Lamar Company to allow for the continued existence of a billboard on city owned property located on USH 14 (tax parcel 276-2812-1000). Additionally, the billboard was to be converted to digital on or around July 2023. Per the lease agreement, the Lamar Company’s annual rent increased from \$300 per year to \$4,500 per year. In 2023, the City also executed a 52-week advertising contract for this digital billboard at a discounted rate of \$500/flight or \$6,500 for 52 weeks.



| DIGITAL POSTBUY DETAIL |             |                         |                |                |              |                   |                               |                             |                             |                   |
|------------------------|-------------|-------------------------|----------------|----------------|--------------|-------------------|-------------------------------|-----------------------------|-----------------------------|-------------------|
| PANEL #                | MEDIA TYPE  | PER PERIOD CONTRACT AMT | AMOUNT PER DAY | CONTRACT START | CONTRACT END | TOTAL DAYS CONTRD | TOTAL IMPRESSIONS ANTICIPATED | TOTAL IMPRESSIONS DELIVERED | BONUS IMPRESSIONS DELIVERED | TOTAL ADDED VALUE |
| 629688                 | Digi Poster | \$500.00                | \$23.72        | 08/07/2023     | 05/06/2024   | 274               | 1,039,832                     | 1,095,608                   | 55,776                      | \$348.65          |
| 629688                 | Digi Poster | \$0.00                  | \$0.00         | 08/02/2023     | 08/06/2023   | 5                 | 18,975                        | 10,329                      | 0                           | \$0.00            |
|                        |             |                         |                |                |              |                   |                               |                             | <b>Total:</b>               | <b>\$348.65</b>   |

Once digital billboard advertising became available, all departments have been provided with the opportunity to advertise in an “on demand” fashion. In addition to department level advertising, local non-profits have received the benefit of advertising. The Tourism Coordinator acts as a liaison between Lamar and the City to ensure attractive, relevant, and varied advertisements are displayed.



**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.