

CITY OF RICHLAND CENTER

AGENDA ITEM DATA SHEET

Agenda Item: Annual Renewal of Digital Billboard Advertising Contract with Lamar

Meeting Dates: General Government Committee on 5/26/2026 and Common Council on 6/2/2026

Requested by: Ashley Oliphant, City Administrator

Background: The City has held this contract since 2023, securing advertising time at a discounted rate of \$500 per flight (\$6,500/year). City departments and Greater Richland Tourism use the billboard to promote job openings, programs, and upcoming events; it has also been used for other governmental advertising such as 4K screening promotions. Staff recommend renewing the contract.

Financial Impact: \$6,500 per year

Funding Source: 2026 Budget

Committee Recommendation: *“Motion by Cairns, second by Schultz, to recommend that Council authorize the City Administrator to execute a one-year contract with Lamar for advertising services on the digital billboard. Motion carried 3-0.”*

Suggested Action: Motion to authorize the City Administrator to execute a one-year contract with Lamar for advertising services on the digital billboard.

Attachments: 2026 Contract