

# CITY OF RICHLAND CENTER

## AGENDA ITEM DATA SHEET

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

**Meeting Dates:** General Government Committee on 5/26/2026

**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

**Recommended Action:**

Motion to recommend that Council authorize the City Administrator to execute a one-year contract with Lamar for advertising services on the digital billboard.

**Attachments:** 2026 Contract