



CIVIC MEDIA GROUP, LLC  
Family Concept of Signs  
for

WALTON COUNTY PARKS



# Meridian Park Sign

- SCREEN SIZE 10'6''x 22' LED 13MM
- LOCATION: Meridian Park
- PARCEL ID: LG120002B00
- Walton County Parks Logo: LED backlit
- W Logo LED backlit
- BRICK BLOCK façade
- WCP has full design approval.





## Leone Ave Park Sign

- SCREEN SIZE 10'6''x 22' LED 13MM
- LOCATION: LEONE AVE
- PARCEL ID: WG010042
- Walton County Parks Logo:
- LED backlit
- W Logo LED backlit
- BRICK BLOCK façade
- WCP has full design approval.





# Ayers Park Sign

- SCREEN SIZE 10'6''x 22' LED 13MM
- LOCATION: US-78 w
- PARCEL ID: CO610123B00
- Walton County Parks Logo:
- LED backlit
- W Logo LED backlit
- BRICK BLOCK façade
- WCP has full design approval.



## **Sign Proposal**

Civic Media Group (CMG) will install *Three new high-definition LED signs*. Walton County Parks (**WCP**) will share. *50/50 in the profits* and will *pay nothing* toward the capital costs (approximately \$750,000.00) but will *own the signs*.

### **Details**

The final design and sign location will be subject to **WCP** approval.

If this proposal is accepted, CMG will turn-key build the signs. There will be no cost or risk to **WCP**, but there will be a substantial financial upside.

The proposed terms are as follows:

- 1) Signs to be built by CMG with *no cost to WCP*.
- 2) Signs will be *owned by WCP*.
- 3) Signs will always have **WCP** promotional or informational messages in the rotation, providing tens of thousands of dollars' worth of additional marketing, promotion, and civic engagement each year.
- 4) A 20-year management agreement will be entered into for the signs.
- 5) All operations, maintenance, repairs, and replacements of the signs will be handled by CMG with *no expense or hassles for WCP*.
- 6) Quarterly payments will be paid to *Walton County from sign revenue*.
- 7) There will be no religious, political, or sexually offensive sponsors on the signs.
- 8) Meridian Park Sign will be the first sign installed
- 9) The other signs can be added when mutually agreed upon

## Conclusion

### How Walton County Parks will benefit.

- *WCP will receive Three top-of-the-line digital signs at no charge. \$750,000.00 in total value of the new signs*
- *Signs will be used for WCP messaging and sponsor ads. The promotional ads will effectively increase the marketing budget by over \$70,000 per year,*
- *We anticipate each sign will generate \$40,000 in annual payments to WCP.*
- *This proposal will generate \$2,950,000 in value for the WCP over 20-years with no cost, risk, or hassle to the WCP.*