



CITY COUNCIL AGENDA ITEM BRIEFING SHEET

Meeting Date: January 13, 2026	Department: Parks	Presented By: Mandy McCarley, Director Toni Fisher, Int. City Mgr.
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AGENDA ITEM:

Discussion/Action: to Authorize Use of Hotel Occupancy Tax funds for billboard advertising contract renewal.

BACKGROUND:

Since November 28, 2023, the City Council has approved the use of the City's Hotel Occupancy Tax funds ("HOT Tax") for one year of advertising space on the eastbound and westbound side of the Lamar billboard located on the southeast corner of the City Hall property. The westbound side was approved by City Council on February 11, 2024. Without renting both sides of the sign, the City would have no control over what advertisements would be sold and displayed; therefore, renting both sides was voted to be in the best interest of the City. The original purpose of renting the billboards was to use this signage as a monument sign for the City of Willow Park.

We have renewed each billboard for a year: **\$33,111 per side** billed in (13) 4-week intervals (\$2547 a month). The fee of \$720 is charged each time the City requests a change in artwork. We change each side twice a year.

City Staff was asked to see if there were different options available with Lamar rather than doing one-year contracts. Lamar staff responded that if we wanted to go on a month-to-month basis we would lose our first right to renew. To hold the right to renew, the lowest we could go on is a 6 month contract, and if we did not renew before that contract expired, it would be made available for sale the day the contract expires. Lamar billboards in our area are currently sold out and in very high demand, so there is a high chance that we would lose the right to the billboard on City Hall property.

Funds for this expense are currently available in the City's Hotel Occupancy Tax account.

STAFF RECOMMENDATION:

Staff recommend authorization of the use of HOT funds for billboard advertising on the eastbound and westbound Lamar billboard signs referenced above, effective as of this date.

EXHIBITS:

- Lamar Contract #5251201

RECOMMENDED MOTION:

Approval of authorization of the use of Hotel Occupancy Tax funds for billboard advertising, as presented.