



CITY COUNCIL AGENDA ITEM BRIEFING SHEET

Meeting Date: November 26, 2024	Department: Parks Dept.	Presented By: Mandy McCarley, Parks Director Toni Fisher, ACM – Dvmt/Parks
---	---------------------------------------	---

AGENDA ITEM:

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

BACKGROUND:

At the November 28, 2023, and February 13, 2024, City Council meetings, two contracts were approved for the use of \$31,680 each of the City’s Hotel Occupancy Tax funds (“HOT Tax”) for one year of advertising space on the eastbound and westbound sides of the Lamar billboard located on the southeast corner of the City Hall property.

As of this date, the signs have been changed with the seasons and the feedback has been extremely favorable. The billboards are getting over 500,000 views weekly per stats given by Lamar.

The rate for each has increased by 3% for new totals of \$32,136.00. Funds are available in the City’s Hotel Occupancy Tax account to pay for the billboard advertising.

STAFF RECOMMENDATION:

Staff recommends authorization of the use of HOT funds for the renewal of billboard advertising contracts for the eastbound and westbound Lamar billboard sign referenced above, effective as of the current expirations of each contract.

EXHIBITS:

- Lamar Contract #4803103
- Lamar Contract #4819894
- Lamar Weekly Traffic Stats

RECOMMENDED MOTION:

To Authorize Use of Hotel Occupancy Tax funds for renewals of billboard advertising, as presented.