



CITY COUNCIL AGENDA ITEM BRIEFING SHEET

Meeting Date: February 13, 2024	Department: Planning & Development Dept. City Attorney	Presented By: Toni Fisher, Director Pat Chesser, City Atty.
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AGENDA ITEM:

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

BACKGROUND:

At the November 28, 2023 meeting, City Council approved the use of \$31,680 of the City’s Hotel Occupancy Tax funds (“HOT Tax”) for one year of advertising space on the eastbound side of the Lamar billboard located on the southeast corner of the City Hall property. At this meeting, there was also discussion about the replacement of the existing billboard with an electronic screen, but it was discussed that, should this occur, the City would have no control over what advertisements would be sold and displayed; therefore, renting the existing space was in the best the interest of the City, and the eastbound lease was approved. This sign was installed on January 30, 2024 and its feedback has been extremely favorable.

At the time of the eastbound billboard contract, the lease on the westbound sign was due to expire on February 11, 2023, with a priority for renewal by the current lessee. Staff was recently contacted by Lamar to inform us that the contract was not renewed and this space is currently available for rent; however, it should be noted that this reservation is not held.

The rate is the same as it was for the eastbound sign: **\$31,680 per side**, for one year, billed in (13) 4-week intervals, and it includes the initial cost of \$480 for the artwork. The fee of \$480 is charged each time the City requests a change in artwork.

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 westbound Lamar billboard sign referenced above, effective as of this date, or as soon as it is next available.

EXHIBITS:

- Lamar Contract #4446694

RECOMMENDED MOTION:

Approval to authorize use of Hotel Occupancy Tax funds for billboard advertising, as presented.