



Request for City Council Committee Action from the Department of Communications

Date: July 28, 2014

To: The Honorable John Quincy, Chair Ways & Means Committee

Subject: **Accept donation of billboard display time from Clear Channel Outdoor**

Recommendation: That the City Council accepts donated billboard space from Clear Channel Outdoor for the purpose of communicating graffiti removal information and the opening of Webster Elementary School.

Previous Directives:

Department Information

Prepared by: Casper Hill, Communications Dept., 673-2342

Approved by: _____

Matthew Laible
Interim Director of Communications

Presenters in Committee: Bridgette Bornstein, Deputy Communications Director

Financial Impact

- No financial impact

Supporting Information

Clear Channel Outdoor, Inc., a national outdoor advertising company, operates several billboards within the Minneapolis city limits. These billboards include 14 digital billboards, which rotate through displays electronically, making it possible to show several ads a minute.

From April 1 through June 30, 2014, Clear Channel Outdoor agreed to the pro bono use of billboards in Minneapolis to help inform the public about graffiti removal and Webster Elementary School.