



Request for City Council Committee Action from the Department of Communications

Date: July 20, 2015

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

Subject: **Clear Channel Outdoor Billboard Donation Acceptance**

Recommendation: That the City Council accepts donated billboard space from Clear Channel Outdoor for the purpose of communicating to the public.

Previous Directives:

Department Information

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

Approved by: _____

Bridgette Bornstein

Deputy Communications Director

Presenters in Committee: Bridgette Bornstein, Deputy Communications Director

Financial Impact

- No financial impact

Supporting Information

The Communications Department secures donated digital billboard space through a partnership with Clear Channel Outdoor, Inc., a national outdoor advertising company that operates several billboards within the Minneapolis city limits. These billboards include 16 digital billboards, which rotate through displays electronically, making it possible to show several ads a minute.

From April 1 through June 30, 2015, Clear Channel Outdoor agreed to the pro bono use of billboards in Minneapolis to encourage residents to sign up for organics recycling, to promote the 311 smart phone app, to encourage residents to license their pets and to welcome people to Minneapolis.