

City of Minneapolis
Request for Committee Action

To: Ways & Means
Date: 10/19/2015
Referral: N/A
From: Communications Department
Prepared by: Casper Hill
Presented by: Bridgette Bornstein
File type: Resolution
Subcategory: Donation/Gift Acceptance

Subject:

Accept donation of billboard display time from Clear Channel Outdoor

Description:

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.

Previous Actions:

Not applicable

Ward/Address:

Not applicable

Background/Analysis:

From July 1 through September 30, 2015, Clear Channel Outdoor agreed to the pro bono use of billboards in Minneapolis to encourage residents to sign up for organics recycling and to encourage residents to license their pets.

Financial Review:

No additional appropriation required, amount included in current budget.