

City of Minneapolis
Request for Committee Action

To: Ways & Means
Date: 8/5/2016
Referral: N/A
From: Communications Department
Prepared by: Casper Hill
Presented by: Bridgette Bornstein
File type: Resolution
Subcategory: Donation/Gift Acceptance

Subject:

Gift Acceptance from Clear Channel Outdoor for display time

Description:

Approving gift of digital billboard space from Clear Channel Outdoor, Inc., from April 1 - June 30 2016, to pay tribute to Prince, encourage residents to sign up for organics recycling, and inform residents about Minneapolis 311.

Previous Actions:

Not applicable

Ward/Address:

Not applicable

Background/Analysis:

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 2016, Clear Channel Outdoor agreed to the pro bono use of billboards in Minneapolis to pay tribute to Prince, to encourage residents to sign up for organics recycling, and to inform residents about Minneapolis 311.

Financial Review:

No additional appropriation required, amount included in current budget.