



## REQUEST FOR COUNCIL ACTION

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**MEETING DATE:** April 4, 2022

**PREPARED BY:** Joe Hogeboom, Director of Community & Economic Development

**AGENDA ITEM:** Clear Channel Outdoor city advertising contract

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**PREVIOUS ACTIONS:**

At their meeting of Monday, November 1, 2021, the City Council approved the dynamic display billboard community messaging memorandum of understanding with Clear Channel Outdoor, LLC.

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**RECOMMENDED COUNCIL ACTION:**

Motion to approve the Clear Channel Outdoor city advertising contract.

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**COMMENTS:**

Clear Channel Outdoor has received necessary permit approvals to construct the new LED billboard along the south side of I-94/I-694, between Hemlock Lane and Highway 169. The new structure, which will replace the two existing structures, will feature LED screens facing both directions of freeway traffic. As part of the approval process, the City of Maple Grove was granted the ability to utilize the billboard faces for local government advertising purposes. For that to occur, the city must enter into a contract with Clear Channel Outdoor.

The new billboard is expected to begin completion in mid-April, and be finished and operational by the middle of May. In addition to the LED screens, the billboard will also feature decorative stone along the post, as well as the city's name and logo.

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**ATTACHMENTS:**

Attachment A: Clear Channel Outdoor city advertising contract