



REQUEST FOR COUNCIL ACTION

MEETING DATE: February 6, 2023
PREPARED BY: Carol Morris, Communications Coordinator
AGENDA ITEM: Clear Channel Outdoor city advertising contract

PREVIOUS ACTIONS:

At their meeting of April 4, 2022, the City Council approved the advertising contract with Clear Channel Outdoor.

RECOMMENDED COUNCIL ACTION:

Motion to approve renewal of the Clear Channel Outdoor city advertising contract.

COMMENTS:

In 2022, Clear Channel Outdoor constructed a new LED billboard along the south side of I-94/I-694 between Hemlock Lane and Highway 169. The new structure features LED screens facing both directions of freeway traffic. As part of the 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 entered into a contract with Clear Channel Outdoor.

For 2023, staff is seeking to renew the city advertising contract with Clear Channel Outdoor.

ATTACHMENTS:

Attachment A: Clear Channel Outdoor city advertising contract