



Agenda Item Summary

BCC Approved File ID 21-1157 BF

Agenda Date: 12/14/2021

Agenda Item No.: 45.

Agenda Item Name:

Clear Channel Outdoor Inc. Purchase Order 2022-1394 in the amount of \$78,569.13 for the purchase of Billboard Advertising

Presenter:

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Description:

Purchase Order 2022-1394 to Clear Channel Outdoor Inc.

Recommended Action:

Make the legislative determination that the billboard campaigns serve a public purpose and is primarily related to promoting and advertising tourism in Alachua County, and approve the issuance of Purchase Order 2022-1394, to Clear Channel Outdoor Inc., in the amount of \$78,569.13, for the purchase of Billboard Advertising, for the Visitors and Convention Bureau.

Prior Board Motions:

N/A

Fiscal Consideration:

Sufficient budget exists in the Tourist Development Fund 150.45.4510.552.48.00.

Background:

Billboard advertising is one of the most economical cost-per-impression (CPI) and is the top out-of-home (OOH) of all advertising methodologies. According to Nielsen research, 85% of viewers engage with billboard advertisements. Alachua County has travelers off I-75 occupying hotel rooms for last-minute transient stays, leisure trips from drive-in markets, and consumer cultural, outdoor, and nature-based tourism. The 8 billboards in this campaign will produce an estimated 1,397,238 weekly impressions. Billboards provide maximum visibility and impact, build strong brand and image awareness, deliver a high reach and frequency over an extended period of time, and provide continuous exposure of the Visit Gainesville, Alachua County advertising message creating a leading presence in the regional trade area.

Billboard locations: Targeting south-bound traffic on I-75: near Jasper/GA line; north of I-10; south of I-10; High Springs; 39th Ave. Targeting north-bound traffic: near Paynes Prairie and Ocala; Digital in the Villages.

The billboard campaign will advertise attractions, venues, events and activities to tourists, and will

feature photography highlighting key points of interest with a call to action to encourage drivers to visit What's Good in Alachua County.

It is requested that a legislative factual determination be made that billboard campaigns purchased with revenue from Tourist Development Taxes serves a public purpose and is related to promoting and advertising tourism in Alachua County, and that these efforts spotlight Alachua County as a desirable place to visit by promoting the positive qualities and numerous cultural, artistic, historic, natural and other tourist related attributes and activities available in Alachua County for tourists to enjoy.

This purchase is exempt from the County's competitive bidding requirements pursuant to Section 22.3-301 (03) of the Alachua County Procurement Code, Procurement of Advertising and Other Related Media. However, since the dollar amount of the purchase exceeds the purchasing authority of the Procurement Manager, this Purchase Order is being submitted for Board consideration and approval.