



Billboard Advertising Program Application

APPLICANT NAME ERIN PORTER

BUSINESS ENTITY Gainesville Regional Airport

CONTACT PHONE/EMAIL/BUSINESS ADDRESS

phone: 352-373-0249 ext. 112 / cell: 352-681-6786 erin.porter@
3880 NE 39th Ave., Suite A, Gainesville, FL 32609 flygainesville.com

HOSPITALITY SERVICE/INDUSTRY (Check all that apply)

- ☐ Hotel, motel, B&B, or campground
- ☐ Restaurant or dining establishment
- ☐ Brewery or bar
- ☐ Recreation or attraction – museums, zoos, music venues, etc.
- ☒ Municipality or CRA

AMOUNT REQUESTED \$15,000 to be divided (\$7500 each for two billboards)

PROPOSED BILLBOARD LOCATION ① Already secured; I-75 N. 6 miles N of CO484

PROPOSED PROJECT DATES ② ① through 9/13/22 ② through 9/30/22

WEEKLY IMPRESSIONS ① 305,060 ② 79,665

DEFINE TARGET AUDIENCE AND GOALS

- ① Drivers on I75N are reminded (on their way home from MCO & TPA) that there is an option to get closer to the beauty of our community
- ② Reminding residents and visitors in Oct 2 to Fly GNV

ATTACH PRICING/PROPOSAL FROM BILLBOARD VENDOR

ATTACH BILLBOARD DESIGN ARTWORK including all required Visit Gainesville, Alachua County logos and credit attribution.

Email complete information and application to Info@VisitGainesville.com

The background of the slide is a photograph of a bright blue sky filled with soft, white, wispy clouds. The clouds are more concentrated towards the bottom of the frame, creating a sense of depth and atmosphere.

GNV Visit Gainesville Billboard Program

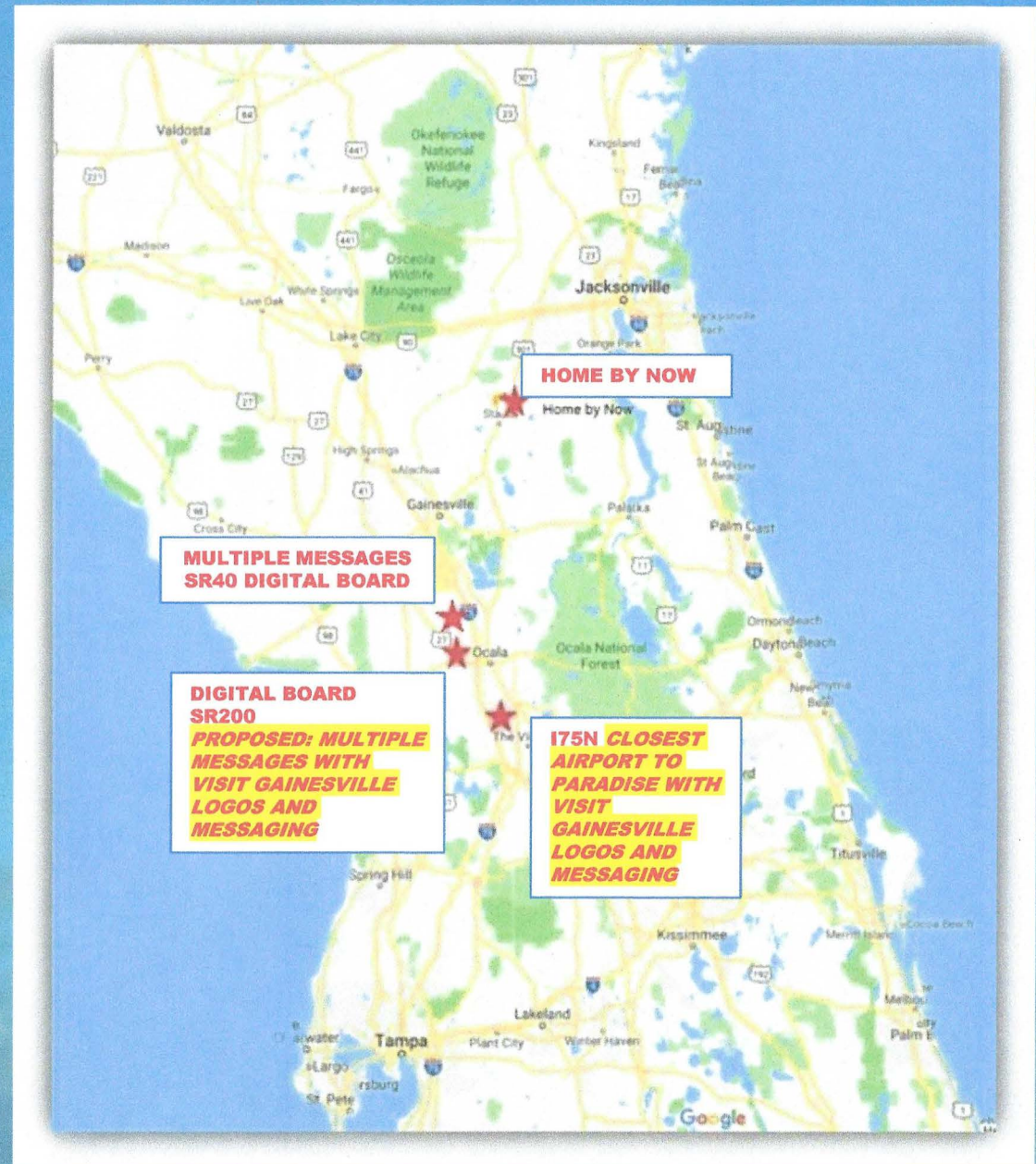
May 11, 2022



**As GNV recovers from the devastating
impact on the airline industry, and
people are traveling more, we
appreciate the Visit Gainesville
Alachua County Cooperative Billboard
Advertising Campaign**

We currently have four GNV Billboards and would like to submit **two of them** for the Billboard Advertising Program

- **“HOME by Now”** on Southbound 301, 1.1 miles north of SR 100, visible to people on their way **home from JAX**
- **DIGITAL BOARDS with VARIOUS GNV MESSAGING** on SR 40 in **Ocala**, near OCF Airport and the World Equestrian Center and SR 200 (College Road) in **Ocala**, across from Heath Brook Commons
- **“GNV: Your Closest Airport to Paradise”** on I-75N, .6 miles north of CO 484, visible to people on their way **home from MCO/TPA**



We'd like to submit this board for a billboard grant:



Product Type: Bulletin

- **CLOSEST AIRPORT TO PARADISE:** on Northbound I-75, .6 miles north of CO 484, visible to people on their way home from MCO/TPA

Product Type: Bulletin

Population: 3,415,101

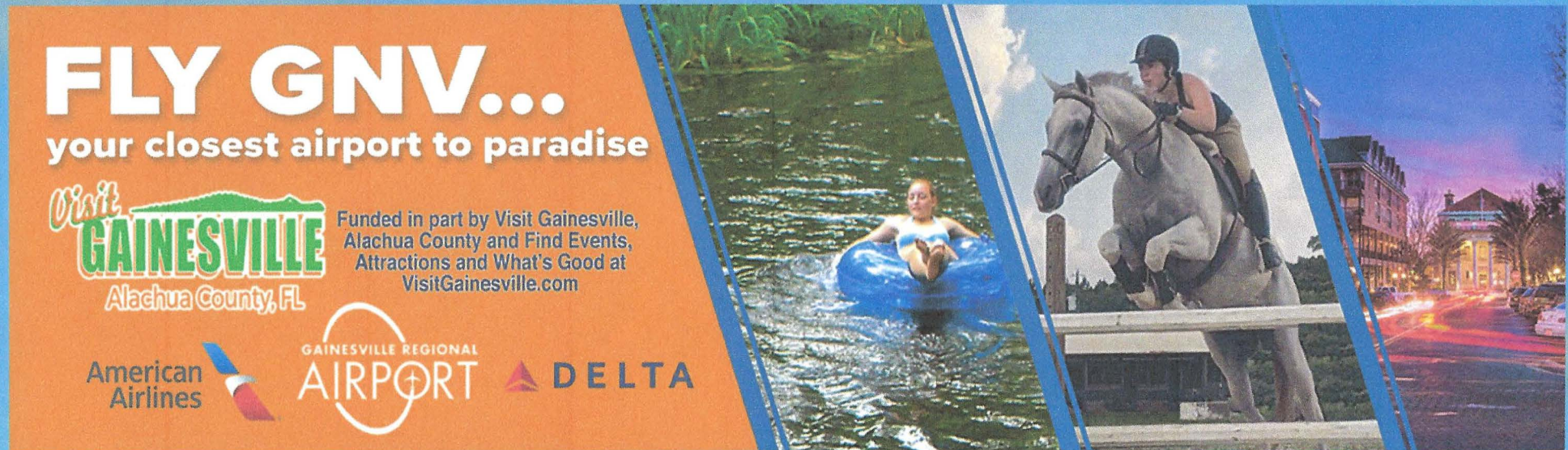
Program Original Start: 10/15/2018

Current Program End: 9/13/2022

In-Market (Weekly) Impressions: 232,941

Total (Weekly) Impressions: 305,060

The billboard reminds drivers heading north on I75 that there is an option for them to get closer to the beauty of our community; the springs, the outdoor activities, the culture, and that GNV allows them to fly there easily on American Airlines and Delta, the two largest carriers in the world:



- CLOSEST AIRPORT TO PARADISE: on Northbound I-75, .6 miles north of CO 484, visible to people on their way home from MCO/TPA

Product Type: Bulletin

Population: 3,415,101

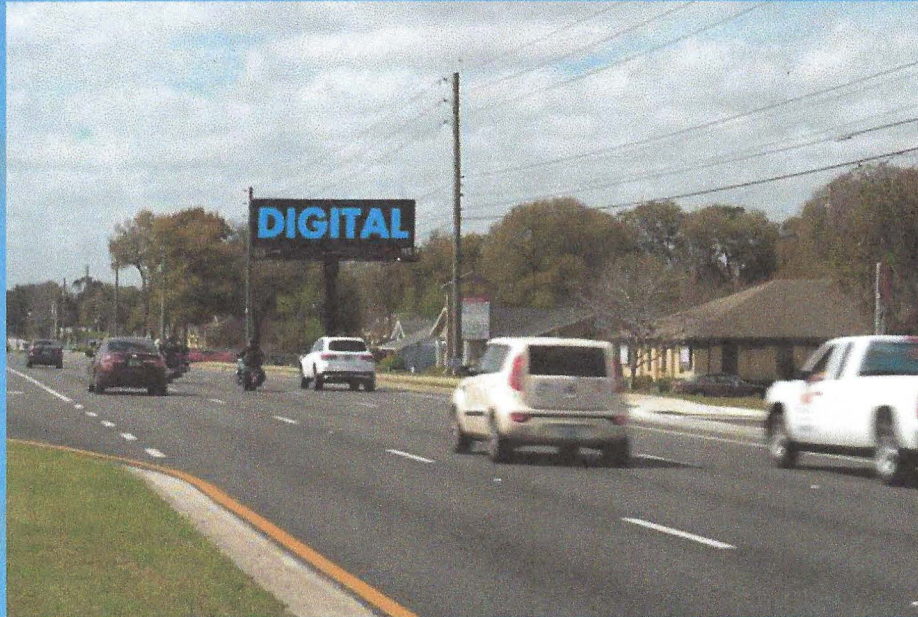
Program Original Start: 10/15/2018

Current Program End: 9/13/2022

In-Market (Weekly) Impressions: 232,941

Total (Weekly) Impressions: 305,060

We'd like to submit this board for a billboard grant:



- Commuter route from downtown Ocala to the SW suburbs and several mid-to-upper-class family and retiree communities
- This digital bulletin is located across the street from a busy shopping center in the new and upscale MarketStreet at Heathbrook

GNV digital billboard in Ocala

- **VARIOUS GNV MESSAGING:** on SR 200 (College Road), .9 miles east of 60th Ave., across from Heath Brook Commons

Product Type: Digital Bulletin

Population: 3,415,101

Original Program Start: 10/15/2018

Current Program End: 9/30/2022

Spots per day: 1,250

In-Market (Weekly) Impressions: 63,459

Total (Weekly) Impressions: 79,665

GNV digital billboard in Ocala


- Our plan for the Billboard Advertising Program is to continue the ads to continue our “Fly Easy” theme, with the added Visit Gainesville messaging included:



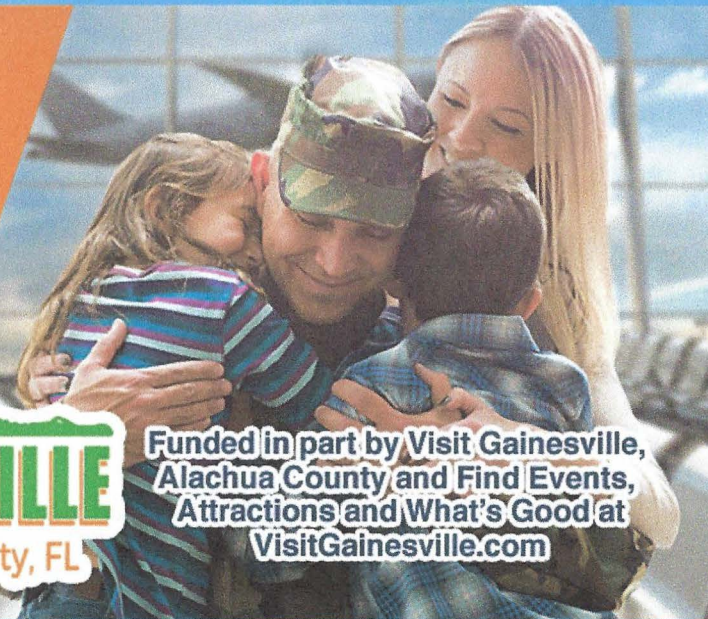
GNV digital billboard in Ocala

- Our plan for the Billboard Advertising Program is to continue our “Fly Easy” theme, with the added Visit Gainesville messaging included:

Home is where
the  lives

GAINESVILLE REGIONAL
AIRPORT 

Visit
GAINESVILLE
Alachua County, FL



Funded in part by Visit Gainesville,
Alachua County and Find Events,
Attractions and What's Good at
VisitGainesville.com

GNV digital billboard in Ocala

- Our plan for the Billboard Advertising Program is to continue our “Fly Easy” theme, with the added Visit Gainesville messaging included

SKIP THE LINES
SKIP THE TOLLS
SKIP THE STRESS

FLY EASY FLY GNV

GAINESVILLE REGIONAL
AIRPORT

DELTA American Airlines
FLYGAINESVILLE.COM

Visit
GAINESVILLE
Alachua County, FL

Funded in part by Visit Gainesville,
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VisitGainesville.com

GNV digital billboard in Ocala

- Reminding Ocala residents and visitors they have an easy way to get to MIA by Flying Easy at GNV.



VIVA MIAMI

TWO
NONSTOPS
DAILY TO
MIAMI

**GAINESVILLE REGIONAL
AIRPORT**

American Airlines


Visit
GAINESVILLE
Alachua County, FL

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Attractions and What's Good at
VisitGainesville.com

FLYGAINESVILLE.COM

GNV digital billboard in Ocala

- And even though it has a GNV focus, we feel there is no reason why we wouldn't include this billboard in the digital rotation to remind Ocala visitors and residents to Fly GNV.



FLY GNV...
your closest airport to paradise

Visit
GAINESVILLE
Alachua County, FL

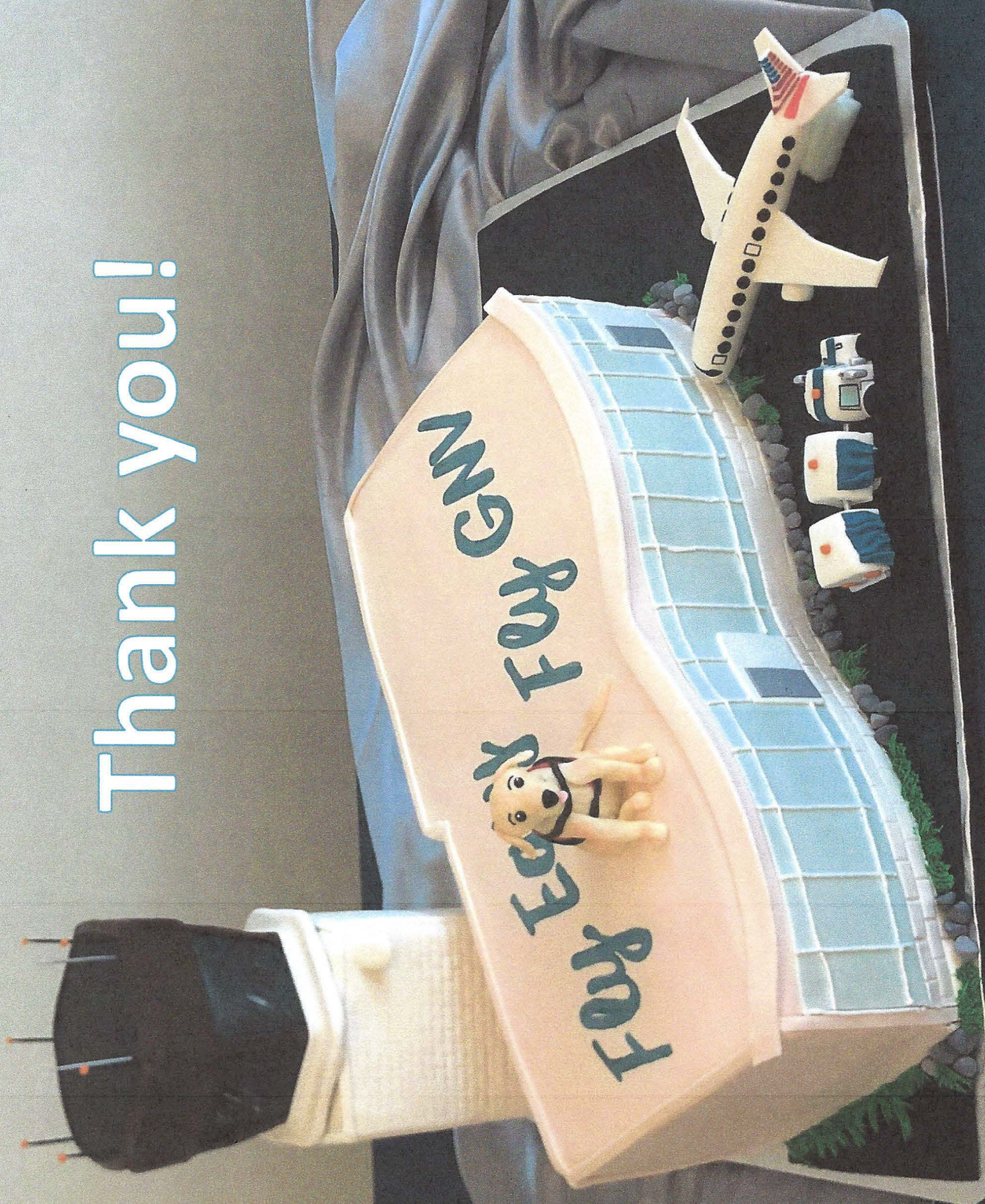
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VisitGainesville.com

American Airlines

GAINESVILLE REGIONAL
AIRPORT

DELTA

Thank you!



ACCOUNT EXECUTIVE

Shelly Ashley
shellyashley@clearchannel.com

CLEAR CHANNEL OUTDOOR, LLC

731 SW 37th Avenue
Ocala, FL 34474

ORDER #1094442-OCA

Gainesville Regional Airport - Bulletin Renewal
2021 - 10/01/2021

ADVERTISER

Gainesville Regional Airport (#121251)
3880 NE 39th Ave Ste A
Gainesville, FL 32609-5627

BILL TO

Gainesville Regional Airport (#121251)
3880 NE 39th Ave Ste A
Gainesville, FL 32609-5627

OCALA/GAINESVILLE**OOH SERVICES**

Total Estimated Tax for OOH Services: \$0.00

Product	Display	Start Week	Period Type	Period Rate	Periods	Total Price
Bulletin	#002783 - US 301 ES 1.1mi N/O SR 100 F/N - 1 - 10' x 24'	10/1/2021	Monthly	\$592.01	12.0	\$7,104.07
Bulletin	#008073 - I-75 ES 0.6mi N/O CO 484 F/S - 1 - 10' x 40'	10/1/2021	Monthly	\$1,104.02	12.0	\$13,248.20

SUMMARY

Description	Cost
OOH Services	\$20,352.27
Total Estimated Tax	\$0.00
TOTAL	\$20,352.27

b. All Full Motion Digital Advertising Materials in form for proper execution of the purpose of this Contract shall be delivered by Customer for receipt by Clear Channel no later than five (5) business days prior to the Commencement Date. Clear Channel shall make commercially reasonable efforts to review, load and schedule properly formatted Full Motion Digital Advertising Materials not delivered by the deadline, however Clear Channel reserves the right to delay the posting date of Customer's Full Motion Digital Advertising Material by one (1) business day for each day of delay in the receipt of such materials without any rate proration or extension of the term.

c. Any special feature requests such as, but not limited to, (i) synchronized audio, (ii) timed broadcast, (iii) where available, use of a crowd camera, and (iv) streaming services, are subject to permits where applicable and additional charges above the standard media rate. Clear Channel does not guarantee the availability of any special features. In addition, no adjustment to the media rate will be made should any special feature fail to operate at Customer's desired performance level during the Customer's advertising campaign.

4.4 QUANTITY DELIVERABLES

a. Unless stated otherwise in the Contract, for Campaigns sold on a Quantity Deliverables basis, Clear Channel shall have sole discretion to select the mix of Sign(s) and modify that mix during the Campaign to deliver the guaranteed deliverables. Any Contract that specifies a quantity, including without limitation a Target Rating Points (TRP) amount or the number of Sign(s) that will display Customer's advertising copy, is sold on a Quantity Deliverables basis unless clearly indicated otherwise in the Contract.

4.5 ARCHIVAL MATERIAL AND RIGHT TO USE.

Clear Channel may keep Advertising Materials as it deems fit for Clear Channel's own archival purposes. Customer authorizes Clear Channel to use a picture or photograph of Clear Channel's Sign or Signs displaying the Campaign for Clear Channel's promotional, advertising or prospective sales purposes with clients, prospective clients or for internal use.

4.6 CHANGE OUT OF ADVERTISING MATERIALS.

Customer may request replacement advertising copy change outs subsequent to the initial advertising copy. Clear Channel may charge Customer for any work associated with complying with Customer's request for replacement advertising copy change outs as part of the advertising services provided by Clear Channel to Customer.

4.7 RIGHTS AND OBLIGATIONS

The provision of advertising services by Clear Channel to Customer does not transfer any ownership rights of any advertising structure. Customer acknowledges and agrees that no lease or license shall arise from the provision of advertising services.

5. DISRUPTION OF PERFORMANCE; LOSS OF USE

a. Except as otherwise provided herein, if Clear Channel is unable to perform any of its obligations hereunder as a result of a force majeure, labor dispute, law, government action or order, or similar causes beyond Clear Channel's reasonable control, Clear Channel shall promptly notify the Customer. Customer's sole and exclusive remedy for a delay or failure to perform under this subsection 5(a) shall be receipt of services of substantially equivalent value to what was lost as a consequence of such delay or failure to perform. In no event shall such a delay or failure to perform constitute a breach of this Contract or provide Customer with any other right, claim or remedy under this Contract or at law.

b. Clear Channel shall promptly notify Customer if the lights illuminating a printed Sign are not operating during permitted hours of operations for which lights are required to view the content of the advertising posted on that Sign. Customer's sole and exclusive remedy for such a lighting outage shall be a credit against the charges due hereunder in an amount equivalent to 25% of the charges set forth in the Contract for the period during which the lights did not operate. In no event shall such a lighting outage constitute a breach of this Contract or provide Customer any other right, claim or remedy under this Contract or at law.

c. If any Sign selected for inclusion in the Campaign shall not be operational as of the Commencement Date or becomes unavailable for use for any reason whatsoever, or is converted to a different technology during the Campaign, Clear Channel shall promptly notify the Customer and the parties will discuss replacing such Sign with an alternate Sign. In no event shall Clear Channel's failure to make a Sign available hereunder in the circumstances described herein constitute a breach of this Contract or provide Customer any other right, claim or remedy under this Contract or at law but Customer shall be entitled to a refund of any prepaid amounts made by Customer to Clear Channel for any impacted Sign that becomes inoperable, unavailable or is converted to different technology.

6. TERMINATION

a. Clear Channel may by providing 14 days advance written notice to Customer, and if Customer fails to cure such breach prior to expiration of the 14 days, terminate this Contract (1) upon material breach by Customer (except for breach of Customer's obligation to deliver Advertising Materials to Clear Channel) or (2) if any monies to be paid by Customer to Clear Channel are past due. Clear Channel's notice shall set forth a summary of the alleged breach and Clear Channel agrees to provide any supporting documentation as may be reasonably requested by Customer. In addition, Clear Channel may upon written notice to Customer terminate this Contract if Advertising Materials have not been received by Clear Channel on or before the date required herein. Upon any termination under this section (a), all unpaid, accrued charges hereunder shall immediately become due and payable and, in addition, Customer shall pay Clear Channel, as liquidated damages and not as a penalty, (i) 100% of the amount payable hereunder for the portion of the Campaign to run in the 60 day period after such termination and (ii) 50% of the amount payable hereunder for the portion of the Campaign to run thereafter.

b. Customer may by providing 14 days advance written notice to Clear Channel, and if Clear Channel fails to cure such breach prior to expiration of the 14 days, terminate this Contract upon material breach by Clear Channel. Customer's notice shall set forth a summary of the alleged breach and Customer agrees to provide any supporting documentation as may be reasonably requested by Clear Channel. Upon such termination, Clear Channel shall reimburse Customer any prepaid amounts made by Customer to Clear Channel for the unexpired portion of the Contract and pay to Customer, as liquidated damages and not as a penalty, and as Customer's sole and exclusive remedy, a sum equal to the actual non-cancelable out-of-pocket costs necessarily incurred by Customer prior to the date of termination for production and delivery to Clear Channel of the Advertising Materials hereunder which were not displayed.

c. Except as otherwise specified herein, this Contract is non-cancellable and neither party shall be liable to the other party for incidental, indirect, consequential or punitive damages or lost profits.

7. INDEMNIFICATION AND HOLD HARMLESS

Customer shall defend, hold harmless and indemnify Clear Channel, its parents, subsidiaries and affiliates, and their respective officers, directors, employees, agents and designees from any and all claims, actions, causes of action, losses, liabilities, demands, damages, penalties, fines, costs and expenses including, without limitation, any incidental, indirect, consequential, punitive or statutory damages or lost profits to a third party, arising from, connected with or related to (i) Customer's Advertising Materials and Dynamic Content, including, infringement in any manner of any copyright, patent, trademark, trade secret or other right of any third party, presentation of any material or information that violates any law or regulation, or failure to include any disclaimer that may be required by applicable laws, statutes, ordinances, rules and regulations or (ii) Customer's products and services.

8. GENERAL

a. It is agreed that the laws of the State of New York shall govern the construction and interpretation of this Contract and the rights and obligations set forth herein. The parties hereto irrevocably waive any and all rights to trial by jury in any proceeding arising out of or relating to this Contract.

b. Customer may not assign or transfer this Contract without first obtaining the written consent of Clear Channel; nor is Clear Channel required to post, install or maintain any material under this Contract for the benefit of any person or entity other than the Customer named in the Contract.

c. Each party agrees that it shall always take reasonable steps, at least substantially equivalent to the steps it takes to protect its own proprietary information, to prevent duplication or disclosure of Confidential Information of the other party other than by or to its employees or agents who must have access to such Confidential Information to perform such party's obligations hereunder.

d. This Contract contains the entire understanding between the parties and, except as expressly provided herein, cannot be changed or terminated unless expressly agreed to in writing and signed by Customer and Clear Channel.

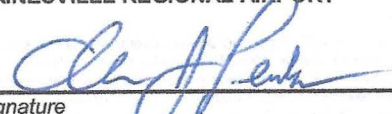
e. The failure of Clear Channel or Customer to enforce any of the provisions of this Contract shall not be construed as a general relinquishment or waiver of that or any other provision.

f. All notices hereunder shall be in writing, deemed given on the date of dispatch, and addressed to Customer and Clear Channel at the addresses listed in the Contract.

g. The invalidity or unenforceability of any portion of this Contract shall not affect the remaining provisions hereof.

SIGNATURES

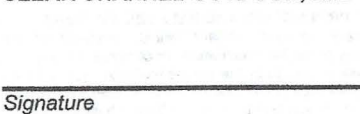
GAINESVILLE REGIONAL AIRPORT


Signature

Allan J. Penksa
Name

9/2/2021
Date

CLEAR CHANNEL OUTDOOR, LLC


Signature

Name

Date

SALES CONTRACT

ACCOUNT EXECUTIVE

Shelly Ashley
shellyashley@clearchannel.com

CLEAR CHANNEL OUTDOOR, LLC

731 SW 37th Avenue
Ocala, FL 34474

ORDER #1094447-OCA

Gainesville Regional Airport - Digital Renewal
2021 - 10/01/2021

ADVERTISER

Gainesville Regional Airport (#121251)
3880 NE 39th Ave Ste A
Gainesville, FL 32609-5627

BILL TO

Gainesville Regional Airport (#121251)
3880 NE 39th Ave Ste A
Gainesville, FL 32609-5627

OCALA/GAINESVILLE

OOH SERVICES

Total Estimated Tax for OOH Services: \$0.00

Product	Display	Start Week	Period Type	Period Rate	Periods	Total Price
Digital Bulletin	#008244 - SR 200 NS 0.9mi E/O SW 60th Av F/NE - 1 - 14' x 48'	10/1/2021	Monthly	\$1,716.37	1.019178	\$1,749.29
Digital Bulletin	#009218 - SW 17th St SS 0.25mi W/O US 441 F/E - 1 - 14' x 48'	11/1/2021	Monthly	\$1,488.42	0.230137	\$342.54
Digital Bulletin	#008244 - SR 200 NS 0.9mi E/O SW 60th Av F/NE - 1 - 14' x 48'	11/8/2021	Monthly	\$1,716.37	1.150685	\$1,975.00
Digital Bulletin	#009218 - SW 17th St SS 0.25mi W/O US 441 F/E - 1 - 14' x 48'	12/13/2021	Monthly	\$1,716.37	0.460274	\$790.00
Digital Bulletin	#008244 - SR 200 NS 0.9mi E/O SW 60th Av F/NE - 1 - 14' x 48'	12/27/2021	Monthly	\$1,716.37	9.139726	\$15,687.14

COMMENTS

This annual agreement will utilize 8244 for 49 weeks and 9218 for 3 weeks, and will bill monthly

SUMMARY

Description	Cost
OOH Services	\$20,543.97
Total Estimated Tax	\$0.00
TOTAL	\$20,543.97

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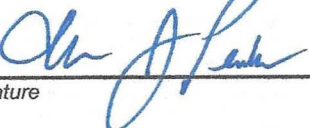
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SIGNATURES

GAINESVILLE REGIONAL AIRPORT


Signature

Allan J. Penksa
Name

9-8-2021
Date

CLEAR CHANNEL OUTDOOR, LLC

Signature

Name

Date