



## REQUEST FOR BOARD ACTION

ITEM NO. 17

**DATE OF MEETING:** July 5, 2016

**REQUESTED BY:** Tammy Proctor, Tourism Director

**SHORT TITLE:** Approval of Funding for Nine Months of Additional Signage on the I-40 Billboard.

**BACKGROUND:** Pender County Tourism recently purchased a billboard on I-40 for four months. The design incorporates the new county brand as well as a photograph of a kayak on one of our rivers and muskets firing at the reenactment of the Battle at Moores Creek. The two photos represent our natural resources and our history – two factors that attract visitors to a region. The cost to make the vinyl artwork for the billboard was \$540. The monthly charge to use the billboard is \$550. With monies saved from the printing and distribution of the 2016 Visitors Guide, the total bill of \$2,740 has been paid to Lamar in full.

To accurately gauge the billboard's effectiveness, Pender County Tourism is making a request to the Pender County Board of Commissioners for \$4,725. The cost will cover an additional nine months at a reduced cost of \$525 per month – which was negotiated with the company. According to Lamar more than 66,554 vehicles pass this billboard per week. Our billboard is eastbound on Interstate 40, facing the oncoming traffic. It is located in Watha. The billboard is lighted until 11 p.m. It is a prime location. The billboard is not blocked by trees and is visible from an approaching distance. We are also pleased it is located within Pender County. As a year-long follow-up, Pender County Tourism will ask visitors if they saw the billboard. If they did, we will expound on the natural resources and history of the county. Already this billboard has been a source of pride for the local community. We have received many comments about "our billboard."

**SPECIFIC ACTION REQUESTED:** To approve additional funding in the amount of \$4,725 to fund an extra nine months of signage of I-40.