

**City of Minneapolis**  
**Request for Committee Action**

**To:** Ways & Means  
**Date:** 1/11/2016  
**Referral:** N/A  
**From:** Communications Department  
**Prepared by:** Casper Hill  
**Presented by:** Bridgette Bornstein  
**File type:** Resolution  
**Subcategory:** Donation/Gift Acceptance

---

**Subject:**

Donation of billboard display from Clear Channel Outdoor

**Description:**

Passage of Resolution accepting donated digital billboard space through a partnership with Clear Channel Outdoor, Inc., including 16 digital billboards, which rotate through displays electronically, making it possible to show several ads a minute from Oct. 1, 2015 - Dec. 31, 2015.

**Previous Actions:**

Not applicable

---

**Ward/Address:**

Not applicable

**Background/Analysis:**

From Oct. 1 through Dec. 31, 2015, Clear Channel Outdoor agreed to the pro bono use of billboards in Minneapolis to encourage residents to license their pets and to sign up for Snow Emergency alerts.

**Financial Review:**

**No additional appropriation required, amount included in current budget.**