

**City of Ramsey**  
**Requests for Interest**  
**Dynamic Display Billboard**

**Introduction**

The City of Ramsey is requesting proposals from qualified businesses to construct and operate a Dynamic Display Billboard in the City of Ramsey. Please provide the business contact information below:

**Company information**

Business Name:

Street Address:

Website:

References:

**Project Team (enter multiple members if applicable)**

Name:

Role:

Email:

Phone:

**Experience**

Please provide example(s) of dynamic display billboard projects completed by your business. For each example, please describe how the project was funded for construction and how billboard was operated.

**Project Specifications/Required Submittals**

Please include specifications/narrative to demonstrate how you will comply with the following.

*Location:* Adjacent to US Highway 10/169 in the City of Ramsey city limits (proximity to COR preferred). Please provide Site Location Map (including legal description and PID) and Site Ownership of proposed site(s).

*Size:* Dynamic display sign must not exceed 40 X 40 feet. (excluding the base).

*Sign Base:* Sign base must be consistent/complimentary with City sign plan and branding. (please consult with Ramsey Zoning Staff at 763-433-9821).

*Sign Graphics:* Virtual renderings of dynamic display sign for east bound and west bound traffic are required for location(s)

*Construction, operation and maintenance:* Company must construct, operate and maintain sign

*Ramsey Business Advertising and Community Messaging:* Ad space must be reserved for both City and local business advertising. Please describe how much space will be reserved for each entity type and if there will be reduced cost to advertise

*Duration:* Commitment to a minimum of a 10-year agreement

*Ordinance Compliance/Changes:* Construction and operation of the proposed dynamic display billboard will likely result in the need for City Ordinance amendments. Please include experience in working with Ordinance amendments.

*City Owned Parcels:* The City is open to a location currently owned (or planned to be owned after pending Highway 10 Improvements) to locate a billboard. In that case, please provide detail on the financial structure of lease rates and/or revenue cost-share.

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