

GET SEEN. BE LOVED.



 Clear Channel Outdoor



CITY OF RAMSEY, MN
REQUEST FOR INTEREST

City of Ramsey, MN RFI

CLEAR CHANNEL OUTDOOR, LLC (“CCO”) is pleased to submit to you this Request For Interest (RFI) to build and operate digital billboards in the City of Ramsey, MN. The following items are addressed on the following pages.

- Company Information
- Project Team
- Market Experience
- Digital Operations
- Zoning Ordinance Changes
- Project Specifications

City of Ramsey, MN RFI

Company Information

Clear Channel Outdoor, LLC, (NYSE: CCO) is one of the world's largest outdoor advertising companies:

- More than 510,000 displays in over 31 countries
- Operates in 43 of the top 45 markets in the United States
- 1,400 digital billboards, in the U.S.

While Clear Channel Outdoor is a global brand, the Clear Channel Outdoor Minneapolis/St Paul (CCO MSP) team works here:

- Operating in the Twin Cities area since 1934 (Naegele Advertising) with 37 employees in market
- Active in 79 municipalities/13 counties in Minnesota
 - Owns and operates 7 billboard faces at 4 locations in Ramsey, MN
- Currently displaying community messaging on digital displays in 16 Twin City markets and counting

Local Office Information:

Clear Channel Outdoor, LLC
3225 Spring St, NE
Minneapolis, MN 55413

<https://clearchanneloutdoor.com>

Clear Channel Outdoor MSP – Ramsey MN Billboard locations



**City of Ramsey, MN
RFI**

Project Team

Daniel Ballard
Branch President- Minneapolis/St. Paul
danielballard@clearchannel.com
612-605-5125

Matthew Weiland
Vice President Real Estate and Public Affairs - Minneapolis/St. Paul
Matthewweiland@clearchanneloutdoor.com
612-605-5142

Roy Schroeder
Vice President Sales – Minneapolis/St Paul
royschroeder@clearchannel.com
612-605-5113

Scott O'Konek
Operations Manager- Minneapolis/St. Paul
ScottOKonek@clearchannel.com
612-746-8824

City of Ramsey, MN RFI

Digital/Dynamic Market Experience

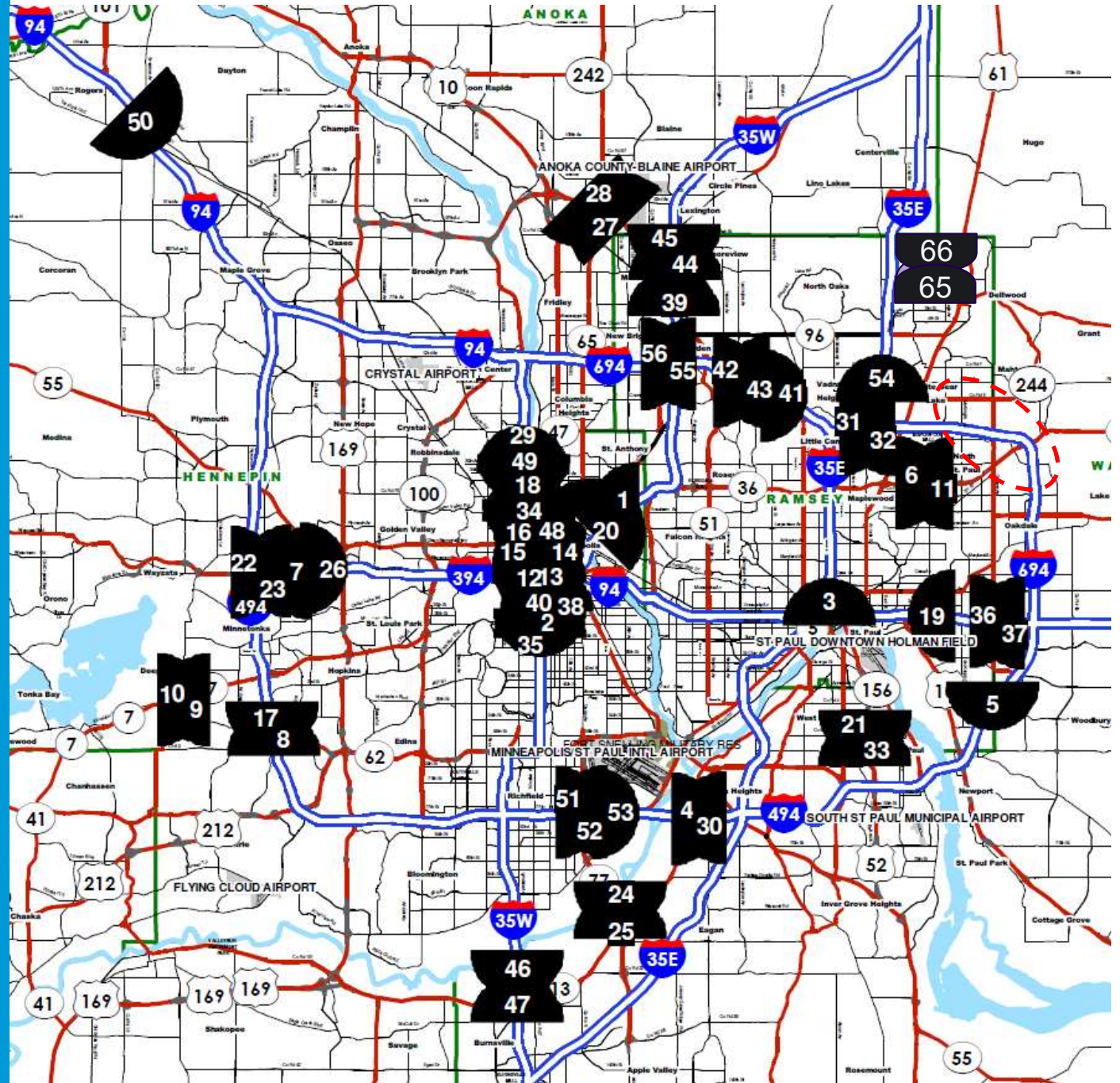
Clear Channel Outdoor, LLC Minneapolis/St. Paul (CCO MSP) Digital/Dynamic Billboard Experience

- CCO MSP currently operates 66 digital billboards in 16 Twin City communities. CCO MSP has a proven history of creating beneficial public/private partnerships. CCO MSP currently has lease agreements with the public entities listed below to operate digital signs.
 - City of Blaine
 - City of Mounds View
 - City of New Brighton
 - City of Rogers
 - City of Shoreview
 - City of West St Paul
 - White Bear Township
 - Metropolitan Airports Commission (MAC)
- All of the construction costs for these projects were 100% funded by CCO MSP. CCO MSP manages the sales and operation of the billboards, including all costs associated with the operation of the billboards.

**2021 CCO MSP
Digital Billboards
16 Cities
66 Digital Faces**

City	# Faces
1 Blaine	2
2 Burnsville	2
3 Eagan	4
4 Landfall	2
5 Maplewood	3
6 Minneapolis	21
7 Minnetonka*	8
8 Mounds View	3
MSP Airport 9 (Bloomington)	5
10 New Brighton	2
11 Rogers	2
12 Shoreview	3
13 St Paul	3
14 Vadnais Heights	3
15 West St Paul	2
16 White Bear Township	2

*1st digital signs installed in 2006
in City of Minnetonka



Ramsey, MN RFI

Digital/Dynamic Market Experience

14 x 48 Digital – I-694 New Brighton, MN



 Clear Channel Outdoor

14 x 48 Digital – I-35W Burnsville, MN



14 x 48 Digital – Hwy 10 Blaine, MN



14 x 48 Digital – Hwy 52 West St Paul, MN



14 x 48 Digital – I-694 Shoreview, MN



Digital Operations

- **Standard Billboard Face Size**
 - 14 ft x 48 ft (672 sq ft)
 - 10.5 ft x 36 ft (378 sq ft)
- **Digital Billboards rotate 8 slots (static images)**
 - 8 second dwell times
- **Instantaneous transitions between images**
- **Appear like static billboards**
- **Ambient light sensor**
 - Constantly monitor ambient light conditions around sign and adjust brightness of the sign based on surrounding conditions
 - Higher during day and lower at night
- **Remote monitoring**
 - Web cams
 - Cellular communication network
 - Remote cut off switches
- **Digital billboards are permitted by the Federal Highway Administration (FHWA) and State of MN, subject to local approvals**

Summary Zoning Ordinance Changes

- **The Clear Channel Outdoor MSP team has worked with many local communities to recommend amendments to their City ordinances to permit the operation of digital/dynamic signs. The local CCO MSP team is supported by a dedicated corporate legal team that specializes in sign ordinance amendments.**
- **Summary of required city ordinance amendments**
 - Permit Off- Premise//billboard Signs
 - 14x48 ft face (672 sq ft)
 - Permit Digital/Dynamic Faces
 - 8 second dwell times on digital displays
 - Instantaneous transitions
 - Spacing requirement between digital/dynamic billboards read from same direction
 - 2,500 ft recommended
 - Spacing requirements from residential
 - Height Requirements
 - PSA messaging requirement
 - Brightness requirements
 - 1) Digital billboards shall not operate at brightness levels of more than 0.3 foot candles above ambient light, as measured using a foot candle meter at a pre-set distance.

(2) Pre-set distances to measure the foot candles impact vary with the expected viewing distances of each size sign. Measurement distance criteria :

Nominal Face Size	Distance to be measured from:
10'6" x 36'	200'
14' x 48'	250'
 - (3) Each display must have a light sensing device that will adjust the brightness as ambient light conditions change.

City of Ramsey, MN RFI

Project Specifications

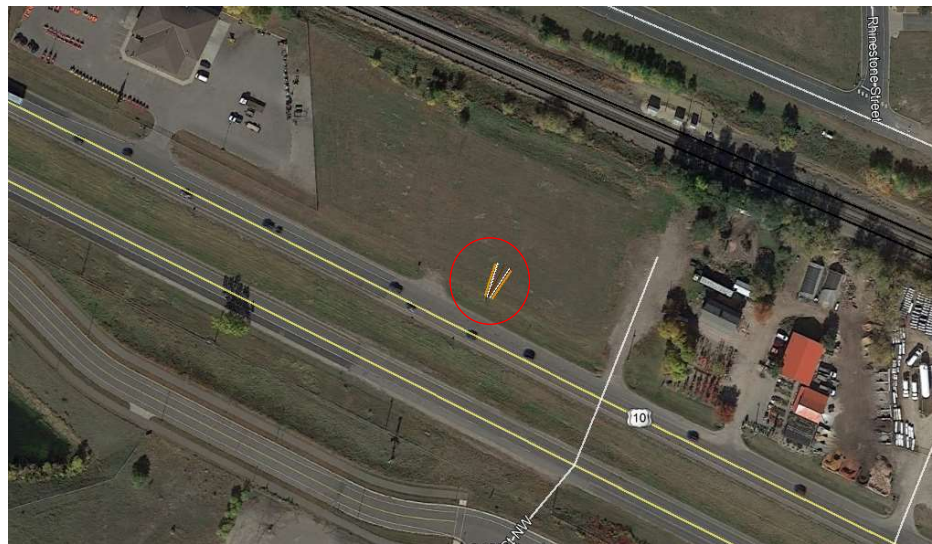
Location: 7443 HWY 10 NW
Owner: City of Ramsey, MN
PARID: 28-32-25-43-0002

Sign Specifications
Double Face 14' x 48' Digital
Billboard

45 ft Tall

 Clear Channel Outdoor

14 x 48 Digital Flag (45 ft tall)



14 x 48 Digital Flag (45 ft tall)

City of Ramsey, MN RFI

Project Specifications

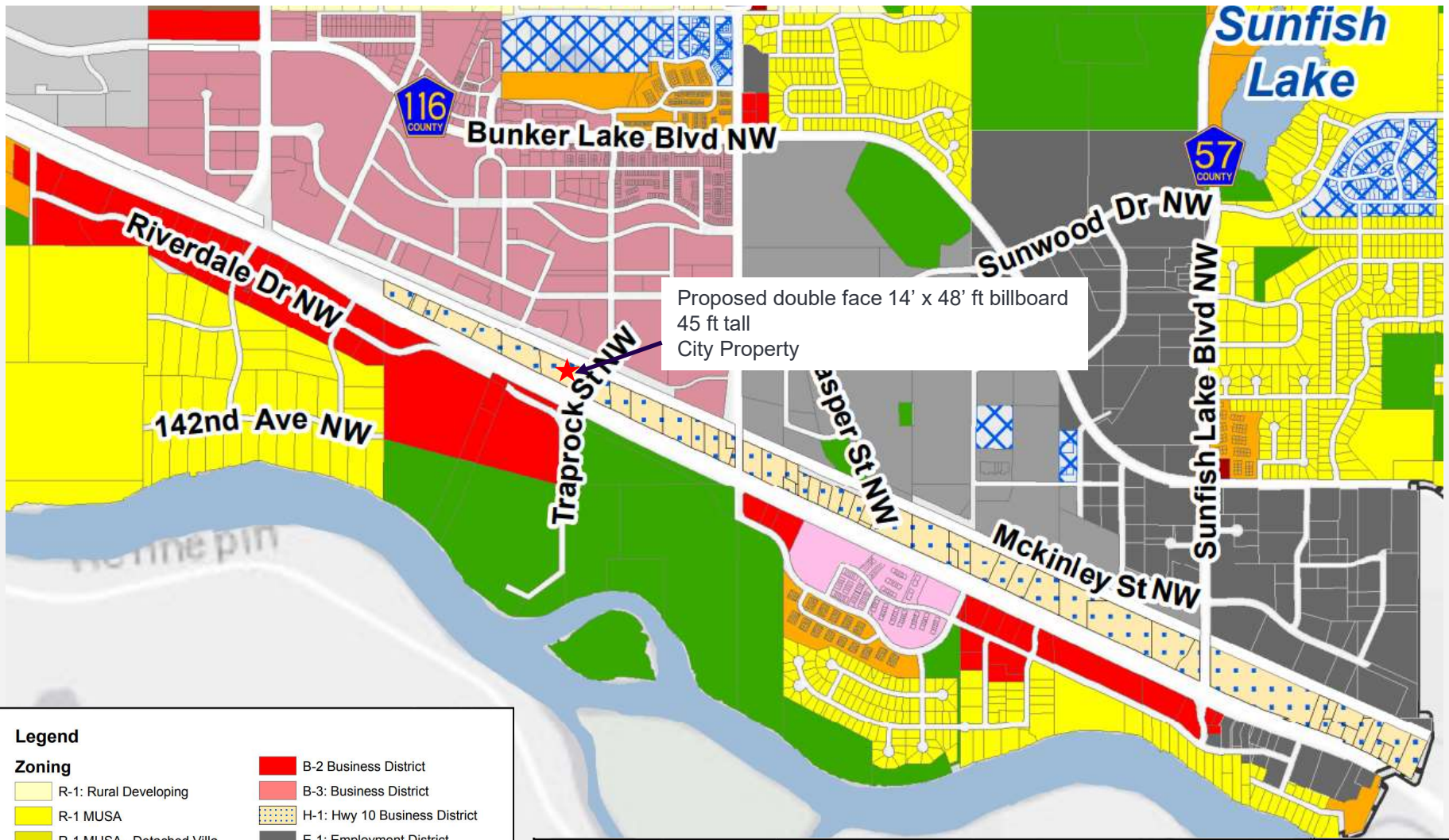
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Ramsey Blvd. Web Map

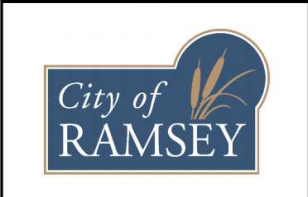


Proposed double face 14' x 48' ft billboard
 45 ft tall
 City Property

Legend

Zoning

	R-1: Rural Developing		B-2: Business District
	R-1 MUSA		B-3: Business District
	R-1 MUSA - Detached Villa		H-1: Hwy 10 Business District
	R-2: Medium-Density Residential		E-1: Employment District
	R-3: High-Density Residential		E-2: Employment District
	COR: The COR		E-3: Employment District
	MU-PUD: Mixed Use PUD		PUD: Planned Unit Development
	B-1: Business District		P: Public/Quasi-Public District
			Right-Of-Way



Official Zoning Map
 January 2020
 Ramsey, MN

Hwy 10 - 14 x 48 Digital Flag (45 ft tall)

Project Specifications

Location: 7443 HWY 10 NW
Owner: City of Ramsey, MN
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Public Service Announcements (PSA)

- **Clear Channel Outdoor offers Cities**
 - Up to 20 hours PSA/digital face/month
 - 9,000 Eight (8) second public service messages
 - City and Community Events
 - We can provide no cost access to our creative team to help produce City messages
- **In addition to City PSA, Clear Channel Outdoor provides the following PSA**
 - **Amber alerts**
 - **FBI Alerts**
 - **Severe Weather Warnings**
 - Hennepin and Ramsey County
 - **Regional Emergencies**
 - 35W Bridge Collapse
 - **County Sheriff messaging**
 - **Emergency Management Requests**
 - **Non-Profits**
- **Local Business Advertising**
 - CCO would offer preferred rates for local business advertising.

Clear Channel Outdoor – City PSA Examples



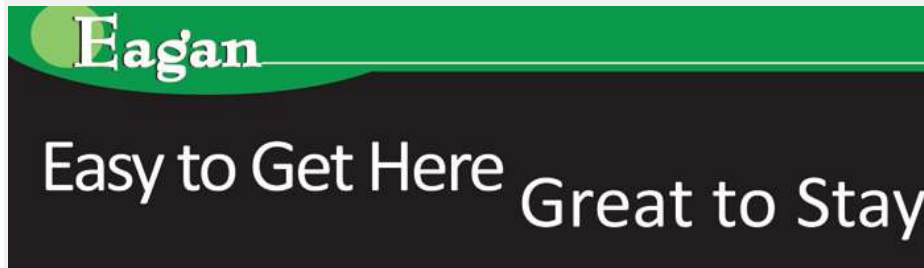
Blaine's 2nd Annual Pet Walk - April 28
 Sat. 10 AM Lakeside Commons Park

www.ci.blaine.mn.us for more info



CLICK IT OR TICKET
 EXTRA SEATBELT ENFORCEMENT
 MAY 23 - JUNE 5

TOWARD ZERO DEATHS SAFE & SOBER



Eagan
 Easy to Get Here Great to Stay



New Brighton Fire Division Open House
 Monday, Oct. 29th
 6-8pm



Buckthorn is INVASIVE
 Remove trees with black fruit **FIRST**



Burnsville Meetings. Burnsville Events. Burnsville News.
 We've got Burnsville covered...
 Burnsville Civic Channel 16 burnsville.tv



SHOREVIEW FARMERS' MARKET
 EST. 1998
 Tuesday afternoons through October 23

Shoreview Community Center Parking Lot

Digital messaging benefits – public safety



Photo from Lake Minnetonka Patch.

**NO ICE Is Ever Completely Safe.
USE SAFETY PRECAUTIONS**

Hennepin County Sheriff's Office



**School is in session.
DRIVE SAFELY**

Hennepin County Sheriff's Office

**2002 Red Kia
Lic. # 242 GAU
Carlos Orozco**

Male | Age 8 months-old | Black hair
Any info call: 911

AMBER ALERT



MISSING



**Life jackets
save lives!**

HennepinSheriff.org

WANTED: PHILLIP MIMS
aka James Mayfield

26 yrs old • 5'8" • 192lbs
(612) 376-3200 **FBI**
*REWARD



SPECIAL ALERT

TORNADO WARNING
has been issued for Hennepin County



- Amber Alerts
- Local Police/Sheriff
- Safety Reminders
- FBI
- FEMA Disaster Assistance
- Weather Alerts

COVID-19 PSA
example

We Love Local  Support Neighborhood Businesses



www.TooLocalToFail.com



Ramsey, MN RFI

Conclusion

- **Clear Channel Outdoor is interested in expanding its Digital Network into the City of Ramsey, MN**
- **Great Location in growing Commercial Corridor**
- **Gateway Architectural Sign**
 - Community Messaging
 - Emergency Messaging
- **Expanded advertising opportunities for local businesses**
- **Long Term Private/Public Partnership**
 - 20 plus year contract
 - dedicated income source
 - Lease terms discussed as part of formal request from City of Ramsey, MN.
- **Great source of stable non-property tax related income for city**

Clear Channel Outdoor Contact Information

- **Questions**
 - **Matthew Weiland, VP Real Estate and Public Affairs**
 - **Clear Channel Outdoor, Inc.**
 - **Office- 612-605-5142**
 - **Cell – 651-592-4431**
 - **Email – matthewweiland@clearchannel.com**