



City of Central City

PO Box 249
141 Nevada Street
Central City, CO 80427

February 17, 2016

INVITATION FOR PARTICIPATION IN BILLBOARD LOTTERY: OPPORTUNITY TO LEASE CENTRAL CITY PARKWAY BILLBOARD

Background:

Central City owns six billboards along the Central City (Casino) Parkway, with ten faces (six in-bound and four out-bound). Historically, these City-owned billboards have been leased exclusively to businesses operating in Central City to allow these businesses to advertise their products and services.

All Central City business interested in advertising on any of the available billboard faces are encouraged to review the City's Billboard Policy (adopted pursuant to City Resolution No. 16-09), copies of which are available at the City Clerk's office on or the City's website. Any Central City business or other party interested in advertising on any of the available billboard faces must submit a letter of interest to the City Clerk no later than Wednesday, February 24, 2016 at 12:00 noon (by the City clock). Each letter of interest should clearly identify:

- (1) the name of the business or entity submitting the letter,
- (2) each individual who is available to be present at the February 26th lottery (see below) to represent the business or entity,
- (3) the type of advertising that the local business intends on putting on the billboard for the entire term of the lease, and
- (4) the business's commitment to lease the billboard face (or faces, if available) for the entire initial lease term to be offered by the City (being March 1, 2016 through December 31, 2017) at the monthly lease rate set forth below.

Those who have been approved to participate in the lottery will be notified by the close of business on Thursday, February 25, 2016 and asked to attend (or have a designated representative attend) the lottery drawing in person on February 26, 2016. The City reserves the right to change or alter the date or time of the drawing. If the lottery date and time is changed, all entities that been invited to participate in the lottery will be advised in writing.

Lease Terms:

The City will reserve one of the ten (10) available billboard faces for exclusive City use, leaving nine (9) faces available for lease. All lease terms will be reviewed and approved as to form by the City Attorney. The lease will actually be in the form of a revocable license agreement.

The lease rate will be \$571.03 per month, per face until the end of the term. The City reserves the right to require a security deposit equal to one month's lease rate. A lease is only available for any business or other activity lawfully operating within the City of Central limits whose success will be shared by the City either directly or indirectly. Advertisements for businesses or activities that are primarily located outside City limits will not be accepted. Billboards will not be permitted to be sub-leased, unless specifically approved by the City Manager and all advertising installed during the term of the lease must directly advertise lessee's business activities or commercial interests within the City of Central limits. Any businesses or entities that are past due with respect to any outstanding billboard lease payments due to the City or are otherwise in default under the terms of any existing lease or agreement with the City will not be permitted to participate in the lottery.

The initial term of the lease will be March 1, 2016 through December 31, 2017 (22 months). Future lease terms will be biennial (every two-years) starting on January 1, 2018 and on January 1st of every even number year thereafter.

Lottery:

A lottery will be held on Friday, February 26, 2016 at 9:00 a.m. in City Hall, 141 Nevada Street, Central City, Colorado for those businesses or entities that meet the defined selection criteria and are thereafter invited by the City to participate in the lottery. The initial lease will start on March 1, 2016 and will end on December 31, 2017 (twenty-two months).


Those businesses or entities who have been approved to participate in the lottery will be notified by the close of business on Thursday, February 25, 2016 and asked to attend (or have a designated representative attend) the drawing in person on February 26, 2016.

One slip of paper will be placed in a container for each business (or collection of businesses) who is approved to participate. At random and in public City staff shall draw each slip of paper out of the container. The order drawn shall be the order the selections shall be made per billboard face for each round. Each business will be limited to selecting just one face per round, but is free to select any billboard face which has not been reserved by the City or which was not previously selected. Any billboard face(s) not leased during this lottery will be available on a first come basis subject to the terms prescribed here or it will be used by the City.

City staff has full authority to determine the outcome of the lottery or to answer any question regarding the selection process that may arise.

Please feel free to contact me if you have any questions at (303) 582-5251 x207.

Sincerely,

A handwritten signature in black ink, appearing to read 'Ray W. Rears', written over a light blue horizontal line.

Ray W. Rears

Community Development Director & HPO

Cc: Billboard Policy
Reading File