



TO: Mayor Shaun Sipma

Members of the City Council

FROM: Dan Jonasson, Director of Public Works

DATE: 03/10/2021

SUBJECT: APPROVAL OF BUS ADVERTISING CONTRACT WITH JL BBEERS (ZZ FOOD GROUP LLC) P3687.2

I. RECOMMENDED ACTION

1. Approve the advertising agreement with ZZ Food Group, LLC, DBA JL Beers to advertise on the sides of one transit bus.
2. Authorize the mayor to sign the agreement

II. DEPARTMENT CONTACT PERSONS

Dan Jonasson, Director of Public Works	857-4112
Jason Sorenson, Assistant Director of Public Works	857-4768
Brian Horinka, Vehicle Maint. /Bus Superintendent	857-4149

III. DESCRIPTION

A. Background

There has been an advertising contract in place with ZZ Food Group, LLC, DBA JL Beers since April 2016. The contract will be renewed for a 3-year period beginning April 1, 2021 through March 31, 2024

IV. IMPACT:

A. Strategic Impact:

N/A

B. Service/Delivery Impact:

N/A

C. Fiscal Impact:

The net income to the city from this advertising source will be \$7,800.00 per year over the period of the contract for a total income of \$23,400.00.

V. ALTERNATIVES

N/A

VI. TIME CONSTRAINTS

Council's approval of this renewal will insure a continuous advertising revenue stream for the next 36 months from this income source.

VII. LIST OF ATTACHMENTS

A. Agreement for Advertising with JL Beers