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(ITEM ) From the Director, Department of Parks, Recreation and Culture, seeking authorization to execute a Sign Location Lease Agreement with The Lamar Company, by recommending adoption of the following:

**A RESOLUTION**

WHEREAS, the Department of Parks, Recreation and Culture (DPRC) and the Lamar Company (Lamar) have partnered since 2000 for mutually-beneficial advertising efforts; and

WHEREAS, Lamar has leased a small portion of land in Estabrook Park for the installation and maintenance of a sign used for advertising; and

WHEREAS, the term of this Agreement is one (1) year; and

WHEREAS, Lamar has agreed to pay \$2,000 for rent; and

WHEREAS, Lamar has agreed to provide the DPRC free freeway and street static board advertising and digital advertising as defined in the Agreement; and

WHEREAS, the Committee on Parks, Energy and Environment, at its meeting of December 10, 2013, recommended adoption of the Department’s request (vote 7-0); and

WHEREAS, the Committee on Finance, Personnel and Audit, at its meeting of December 16, 2013, also recommended adoption of the Department’s request (vote 9-0); now, therefore,

BE IT RESOLVED, that the Milwaukee County Board of Supervisors hereby authorizes and directs the Department of Parks, Recreation and Culture to execute the Sign Location Lease Agreement with The Lamar Company for use of a portion of land within Estabrook Park.