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(ITEM ) From the Director, Department of Parks, Recreation, and Culture, requesting authorization to enter into a Sign Location Lease Agreement with The Lamar Company for a three-year term with an automatic three-year extension for use of a portion of Estabrook Park in the City of Milwaukee overlooking North Santa Monica Boulevard and North Wilson Drive in the Village of Whitefish Bay, 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 initial term of this Agreement is three years, and the Agreement will be renewed for a consecutive three-year term unless either party gives the other party notice of its desire not to renew the Agreement at least 60 days prior to the expiration of the initial term; and

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

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

BE IT RESOLVED, 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.