



**TO:** Mayor Thomas Ross  
Members of the City Council

**FROM:** Jason Sorenson, Utilities Director

**DATE:** April 1, 2024

**SUBJECT: RENEWAL OF BUS ADVERTISING CONTRACT WITH JL BEERS**

**I. RECOMMENDED ACTION**

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

**II. DEPARTMENT CONTACT PERSONS**

Jason Sorenson, Utilities Director	857-4140
Brian Horinka, Transit Superintendent	857-4140

**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 1-year period beginning April 1, 2024 through March 31, 2025.

**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.

**V. CITY COUNCIL ASPIRATIONS**

This project will be able to meet all of the council's aspirations.

**VI. ALTERNATIVES**

N/A

**VII. TIME CONSTRAINTS**

Council's approval of this renewal will insure a continuous advertising revenue stream for the next 12 months from this income source.

**VIII. LIST OF ATTACHMENTS**

- A. Agreement for Advertising with JL Beers