



2.10

ECONOMIC DEVELOPMENT DEPARTMENT

CITY OF SACRAMENTO

September 24, 2002

City Council  
Sacramento, California

CONTINUED  
FROM 9/24/02  
TO 10/08/02

Honorable Members in Session

**SUBJECT: LEASE OF THREE BILLBOARD STRUCTURES**

**LOCATION AND COUNCIL DISTRICT:** West Side of Business 80 between E Street  
and Cal Expo Exits, Council District 3

**RECOMMENDATIONS:**

It is recommended the City Council, by resolution, direct staff to:

- 1) Issue a Request For Proposals (RFP) to lease the three billboard structures west of Business 80 with the following parameters.
  - a) Proposals shall include the following requirements:
    - Lease terms of one, three and five years.
    - Anticipated revenue to be received by the City under the lease.
    - The tenant will be responsible for all maintenance of the three billboard structures during the term of the lease.
    - The tenant will be responsible for the payment of all utilities associated with the three billboard structures.
    - The tenant will be responsible for the payment of all taxes or other assessments associated with the billboard structures.
  - b) The City will take the following into consideration when reviewing submitted proposals:
    - The City desires a lease payment schedule that maximizes the revenue early in the lease term.
    - The City desires to have billboards removed throughout the City of Sacramento.
- 2) Staff shall bring forth to Council for approval the best proposal based on the foregoing criteria

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