



CITY OF RAPID CITY

RAPID CITY, SOUTH DAKOTA 57701-2724

PUBLIC WORKS DEPARTMENT

Rapid Transit Division

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MEMORANDUM

TO: Mayor and City Council

FROM: Rich Sagen, Rapid Transit Manager

DATE: September 21, 2006

RE: Bus Bench Advertising

Rapid Transit System is requesting authorization to seek a qualified advertising agent to provide bus benches and administer advertising on those benches. The successful contractor shall provide the benches and place them on City owned land or land to which the City has obtained ROW and sell advertising on the benches. The City will in turn receive from the Contractor, proceeds from the sale of the advertising. All costs associated with the benches, including liability insurance, are the responsibility of the Contractor. The contract will be awarded for a period of five years (2007-2011).

If you have any further questions, please feel free to contact me.