



CITY OF ALLENTOWN

No. 63

RESOLUTION

R - 2017

Introduced by the Administration on March 15, 2017

Authorizes the Leasing of a portion of 928 American Parkway to LVL Co., LLC for the construction and operation of a billboard.

Resolved by the Council of the City of Allentown, That

WHEREAS, the City of Allentown is granting a Lease to LVL Co., LLC to construct and operate Billboard on a portion of City property addressed 928 American Parkway (CPN#640747079685).

WHEREAS, Council finds the Lease is in agreement with the City's Vision, Mission and Priorities.

NOW, THEREFORE, BE IT RESOLVED that the Council of the City of Allentown, approves the said Lease and directs the Mayor to enter into an agreement on behalf of the City.

LEGISLATIVE TEMPLATE

- **What Department or bureau is Bill originating from? Where did the initiative for the bill originate?**

The Bill is originating from the Bureau of Engineering and was initiated by the office of the Mayor

- **Summary and Facts of the Bill**

The Bill is for the City to Grant a Lease Agreement to LVL Co., LLC to construct and operate a Billboard on City Property Addressed 928 American PKY NE

- **Purpose – Please include the following in your explanation:**
 - **What does the Bill do – what are the specific goals/tasks the bill seek to accomplish**
 - **What are the Benefits of doing this/Down-side of doing this**
 - **How does this Bill related to the City's Vision/Mission/Priorities**

The Lease is for a billboard that will generate revenue for the Lessee and the City. Also a percentage of the inventory will be granted for City marketing purposes and public notices.

- **Financial Impact – Please include the following in your explanation:**
 - **Cost (Initial and ongoing)**
 - **Benefits (initial and ongoing)**

revenue for the City, and an avenue for City marketing & messaging.

- **Funding Sources – Please include the following in your explanation:**
 - **If transferring funds, please make sure bill gives specific accounts; if appropriating funds from a grant list the agency awarding the grant.**

- **Priority status/Deadlines, if any**

High Priority/ASAP (Existing billboards on Tilghman Street will need to be moved to Site before the closing of Tilghman Street for Construction.

- **Why should Council unanimously support this bill?**

revenue for City, a way for City marketing & messaging, is part of an existing contract