

REQUEST FOR PROPOSALS



PROFESSIONAL SERVICES

COMMERCIAL ADVERTISING ON VEHICLES



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6. AVAILABILITY – Yes, Lamar is available for on- site interview in Fort Collins, Colorado the weeks of September 23 and September 30, 2016 – or anytime.

B. WHY LAMAR?

September 9, 2016

Financial Services
Purchasing Division
City of Fort Collins
215 North Mason Street 2nd Floor
Fort Collins, CO 80522

Re: Proposal # 8357

Good Morning,

Lamar is pleased to have the opportunity to compete for the commercial advertising revenue generator for the City of Fort Collins. Lamar and our staff, with 194 years of combined operational and sales experience, are proud to have this opportunity to present our partnership proposal.

At Lamar we live by the Golden Rule, operating with honesty and integrity in every aspect of our business. We are open with our employees, transparent with our customers and loyal to the communities in which we serve.

Enclosed please find Lamar's offer for **Request for Proposal #8357 - Advertising on Buses Interior & Exterior**. We are providing:

- Proposal –
 - (5) word document format hard copies
 - (1) electronic Adobe PDF format soft copy

Lamar Advertising Company is a publicly owned Out-of-Home advertising company founded in 1902. Our Transit Advertising division manages nearly seventy (70) transit advertising programs across North America. Lamar employs fifty two (52) people in the state of Colorado. In addition, our twenty three (23) person national advertising staff has strong relationships with all major Out-of-Home agencies. Our broad reach gives us a leg up in attracting local, regional and national advertising business.

Lamar has demonstrated experience, knowledge and relationships with a number of transit agencies across the United States. We take pride in our established business relationships and our references in other transit markets support our impeccable record of honoring our financial obligations as well as creativity in developing a variety of revenue channels.

Our enclosed proposal outlines specifically how we will sell and service the City of Fort Collins bus fleet. A short list of Lamar's strengths is described in the following:

- One hundred ninety four (194) years of combined operational and sales experience in place with highly knowledgeable motivated staff.
- Financial capacity and strength necessary to support the scope of work.

- ❑ Market domination and leading Out-of-Home provider in Colorado.
- ❑ Proven sales team with long-term market experience and knowledge necessary to ensure continued success and growth.
- ❑ Unique sales and marketing advantage with an emphasis on local, regional and annual direct sales in Fort Collins.
- ❑ An advantage to our clients over other transit contractors is an all-inclusive turn-key advertising program that offers marketing, design, production and installation services.

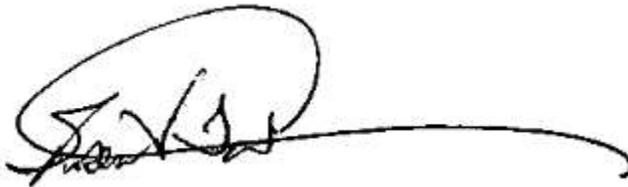
Operating in **Colorado since 1971**, Lamar has built our reputation on establishing long lasting relationships. Lamar has current agreements across the state including: **City of Loveland (COLT), Greeley Evans Transit (GET), and Denver-Regional Transportation District (RTD).**

Lamar manages the largest inventory of Out-of-Home advertising statewide, giving us a significant advantage in developing new business. We have continued to build a stable base of transit advertisers. Lamar's relationships and the City of Fort Collins coverage capabilities provides our local, regional and national advertising partners the best opportunity to fully reach and penetrate the market. We will continue to maximize this advantage and communicate this strength through all of our relationships.

Lamar is submitting our **Proposal for #8357 Advertising on Buses Interior & Exterior**. In addition, Lamar has a rock-solid reputation for financial strength and integrity. Our proposed Compensation Plan demonstrates our confidence in the potential of the Fort Collins market.

I, Brent Window, am the person authorized to bind Lamar's offering and will be the contact person during the evaluation. You may reach me at 970-493-4411 or via email at bwindow@lamar.com. Our proposal is valid for ninety (90) days. I confirm that we have reviewed all Addenda to RFP #8357, reviewed the terms and conditions and verified all requirements listed in this offering.

Best,

A handwritten signature in black ink, appearing to read "Brent Window", with a long horizontal flourish extending to the right.

Brent Window
Vice President & General Manager

1. PROPOSED PLAN FORM

COMPENSATION (SECTION III)

III. PROPOSED COMPENSATION PLAN FORM

PERCENTAGE OF GROSS REVENUE YOU WILL PAY TRANSFORT

YEAR 1	<u>60</u>	%
YEAR 2	<u>60</u>	%
YEAR 3	<u>60</u>	%
YEAR 4	<u>60</u>	%
YEAR 5	<u>60</u>	%

*UNSOLD SPACES FLAT RATE:
(Per Month, per unsold space)

(1) See below

MINIMUM YEARLY DOLLAR AMOUNT YOU WILL PAY TRANSFORT

YEAR 1	<u>\$140,000.00</u>
YEAR 2	<u>\$145,000.00</u>
YEAR 3	<u>\$150,000.00</u>
YEAR 4	<u>\$155,000.00</u>
YEAR 5	<u>\$160,000.00</u>

(1) Lamar Transit, LLC will **guarantee pre-payment** of the full minimum anticipated dollar amount (**MAG**) **at beginning of each year**, upon receipt of invoice from the City of Fort Collins.

- a. As indicated in the Addendum #1, the minimum anticipated dollar amount (MAG) is the lump sum guarantee per year, the expectation is that Lamar will pay whatever is greater year – between the MAG and the percentage of revenue guarantee of 60%.

A. SUSTAINABILITY PLAN

At Lamar, we are committed to [sustainable business practices](#). Our ongoing strategies are designed to improve operational and energy efficiency, while minimizing our impact on the environment. Our Lamar - Fort Collins office has been proudly working with the City of Fort Collins, through the Climate Wise program, for the past 4 years. We have been awarded the "Silver Partner" recognition for 3 consecutive years.

Renewable Energy

Reducing our energy footprint through the use of renewable energy is at the forefront of Lamar's energy-related investments. Lamar has installed over 7,000 solar panels onto approximately 2,000 billboard structures in Louisiana and Florida, with an aggregate installed capacity of 1.7 megawatts. Cumulatively, these systems will return over 1.3 million kilowatt hours (kWh) back to the grid annually, and represent the largest distributed solar network anywhere in the world. The benefit of a distributed system is there are virtually no transmission losses, as the power is used essentially adjacent to where it is produced.

Energy Efficiency (LED Lighting)

Lamar has installed over 35,000 LED lights on its billboard structures in Florida, Louisiana, Alabama, the Northeast and the upper Northwest regions, representing a 73% reduction in energy consumption compared to the Metal Halide lights previously used. The national roll out of LED fixtures is expected to be completed by 2020. Once completed, this transition to state of the art solid state lighting will reduce our energy consumption by over 100 megawatt hours (100 million kWh) per year.

Saving Energy

You'll see our clients' billboard advertisements illuminated at night, but our wireless digital lighting system ensures that we never waste energy. Wireless digital control of Lamar's lighting is already in place. This allows our lights to be controlled remotely, and very accurately. Troublesome timers and photocells are eliminated, replaced by wireless control that is pre-programmed with sunrise and sunset times by latitude and day of the year (including daylight savings time shifts). This system can be monitored or manipulated from any computer or smart device, and is tied into Lamar's system to chart billboard space availability, so when billboard space is not sold, the lights are not turned on. All lights go on and off exactly when they should, and this system results in energy savings of over 25% relative to prior control methods.

Eco-Friendly Printing Materials

Lamar led the move to make polyethylene, a recyclable material, the printing substrate of choice in the out-of-home advertising industry, replacing paper and PVC. Following an extensive research and development program, Lamar rolled out the industry's first polyethylene billboards in 2008. Polyethylene billboards can be recycled and they are much lighter than paper and PVC, making shipping more efficient and saving on fuel. Currently, this program results in well over 1,500 tons a year of waste materials that can be recycled instead of thrown away.

Recycling Program

Lamar has a dedicated recycling program to capture all these materials post-use. The materials are recycled into plastic resins that can be extruded or molded into new products, such as rail ties, nursery pots, or shipping pallets. In addition to the recyclability of the product, polyethylene billboards are much lighter than either paper or PVC, so shipping efficiency and fuel savings are both improved, and the lighter materials are much more worker-friendly.

Recycling Billboards

After a billboard is taken down, it doesn't go to the landfill. Lamar has a dedicated recycling program to capture billboard vinyls post-use. Billboards are printed on recyclable polyethylene substrates, and these materials are recycled into plastic resins that can be extruded or molded into new products, such as rail ties, nursery pots, or shipping pallets. We also re-purpose old

billboards and donate them to be remade into unique eco-friendly products that can be reused, such as surfboard bags, tote bags and backpacks.

Rareform: From Billboards to Bags

We love extending the life of old billboards. Lamar has an ongoing partnership with RAREFORM, a company that takes old billboards and turns them into unique products, such as surfboard bags. We donate approximately 10,000 pounds of used billboard material to RAREFORM each month. Watch the RAREFORM team transform our old billboards into surfboard bags in this [video](#).

Earth Week Campaign

For Earth Week 2014, Lamar Advertising Company donated space on 600 digital billboards across the [U.S. for Recycle Across America's "Let's Recycle Right" campaign](#). The campaign featured celebrity PSAs and combined social media and digital out-of-home to engage consumers and promote the importance of recycling right.

Fuel Consumption

Fundamentally, Lamar's outdoor operations division is our delivery service. Our fleet consists of over 1,000 vehicles of various types: pickup trucks and vans, flatbed trucks, boom trucks, cranes, etc. Lamar has installed a system of GPS tracking and vehicle telemetry sensors that report vehicle location and operating characteristics in real time. This results in reduced idle time, closer adherence to speeding laws, more efficient routing, and greater productivity. We are able to reduce both miles driven and fuel used, and improve our vehicle maintenance, resulting in increased MPG (lower fuel use) and longer vehicle life (decreased carbon footprint, as fewer new vehicles will be required). The workforce management component of this system integrates directly into Lamar's work order generation tool to guarantee efficient routing of vehicles at all times. All of these system features have a direct and positive impact on miles driven, fuel consumption, MPG, numbers of trucks required, truck replacement intervals, and operating productivity.

At Lamar, we have spent years spearheading innovation in energy efficiency, lighting control, renewable energy and recycling. We are constantly seeking out and evaluating new technologies and processes that will allow this important work to continue.

2. VENDOR STATEMENT

Vendor Statement:

I have read and understand the specifications and requirements for this Request for Proposal and I agree to comply with such specifications and requirements. I further agree that the method of award is acceptable to my company. I also agree to complete SERVICES AGREEMENT with the City of Fort Collins within 30 days of notice of award. If contract is not completed and signed within 30 days, City reserves the right to cancel and award to the next highest rated firm.

FIRM NAME: LAMAR TRANSIT, LLC
ADDRESS: 2649 EAST MULBERRY ST SUITE 20A 80544
EMAIL ADDRESS: BWINDOW@LAMAR.CO PHONE: 970-493-4411
BIDDER'S NAME: BRENT WINDOW
SIGNATURE: 
PRIMARY SERVICES ISSUES CONTACT: BRENT WINDOW
TELEPHONE: 970-493-4411 CELL: 661-332-1505
EMAIL: BWINDOW@LAMAR.CO

Compensation and Contract Process

- A. The selected Service Provider shall be expected to sign the City's standard Services Agreement prior to commencing Services (see sample attached to this Proposal).
- B. The City reserves the right to award directly as a result of the written proposals. The City may or may not opt to conduct oral interviews.
- C. The City reserves the right to negotiate with any vendor as determined at the City's sole discretion. The City reserves the right to reject any or all proposals, and to waive any irregularities.

COMMODITY CODES USED FOR THIS RFP:

- 915-04 Advertising, Outdoor Billboard, etc.
- 915-01 Advertising Agency Services

3. QUALIFICATIONS EXPERIENCE

Brief Company History (including time in business)

Lamar Advertising Company has been a pioneer and leader in the Out-of-Home advertising industry for more than 112 years. This Fort Collins agreement will continue to be managed by the local Lamar Fort Collins plant and their experienced group of managers, sales, administration, and installers. We do not anticipate the need to use any sub-contractors for this agreement.

We've managed transit advertising programs for more than 30 years and are proud to have received consecutive contract awards from many of our agency partners. **We currently manage nearly 70 transit advertising franchises** throughout the U.S., Canada and in Puerto Rico. We have proven our ability to reinvigorate markets and develop new and innovative revenue opportunities for Lamar and our transit partners.

Public Agency Reference – Advertising Efforts

Lamar Fort Collins has over 95 combined years of local experience in servicing transit advertising, including current agreements with:

- ❑ **[City of Loveland \(COLT\)](#)**
 - 105 West Fifth Street, Loveland, CO 80537
 - Phone: (970) 962-2700
- ❑ **[Greeley Evans Transit \(GET\)](#)**
 - 1200 A Street, Greeley CO, 80631
 - Phone: (970) 350-9287
- ❑ **[Denver-Regional Transportation District \(RTD\)](#)**
 - 1600 Blake Street, Denver, CO 80202
 - Phone: (303)-299-6000



Lamar | Colorado's staff has **194 years of combined experience** in Out-of-Home advertising.

Onsite Key Personnel Experience

General Manager, Brent Window, has over 20 years' experience in the outdoor industry. Brent has and will continue to manage the day to day operations of the City of Fort Collins sales and operations for on-bus displays, as specified in the current RFP.



Sales History

Lamar 2015 revenue was 1.35 billion

Samples of Work Products for Similar Projects

Over the past three years Lamar has received new contract awards from the following agencies as the result of competitive bidding:

- CNYRTA (Syracuse, NY)
- RGRTA (Rochester, NY) –Metro Shelters (St. Louis, MO) OmniTrans (San Bernardino, CA) in 2013
- Buffalo NY & Niagara Falls Airports (NFTA) (Buffalo, NY) in 2013
- SunTran (Tucson, AZ) in October 2013
- TARC (Louisville, KY) in 2012
- Cache Valley Transit (UT) in 2012
- Sacramento RT (Sacramento, CA) in 2012
- NFTA (Buffalo, NY – Transit) in 2012
- Golden Gate Bridge Transportation (San Francisco, CA) 2012
- MiWay - Mississauga, Ontario in 2012
- Albany NY Airport in 2012
- SAMTRANS (San Mateo, CA) in 2011



Following is a list of significant transit contracts currently managed. Additional details are available upon request.

ABQ Ride – Albuquerque, New Mexico
BC Transit – Victoria and Surrounding Markets, BC (consortium of 30+ small districts)
City of Burlington, ON
City of Mississauga, ON - MiWay
Corporation of the City of Kingston – Kingston, ON
Capitol District Transportation (CDTA) - Albany, New York
City of Tucson, AZ
CTRAN - Vancouver, Washington
Fresno Area Express (FAX) – Fresno, California
Golden Empire Transit (GET) – Bakersfield, California
Golden Gate Bridge Transportation – San Francisco, California
InTransit BC (Canada Line) – Vancouver, BC
Kelowna Transit – Kelowna, BC
Lane Transit District (LTD) – Eugene, Oregon
Livermore Amador Valley Transportation (LAVTA) – Livermore, California
London Transit Commission – London, ON
METRO St. Louis, Missouri
NFTA (Niagara Frontier Transit) - Buffalo, New York
OmniTrans – San Bernardino, California
PALMTRAN - Palm Beach, Florida
Sacramento Regional Transportation (RT) – Sacramento, California
SamTrans – San Mateo, California
Syracuse CNYRTA, NY
Transit Authority of River City (TARC) – Louisville, Kentucky
Translink – Vancouver, BC -
TRIMET – Portland, Oregon
UTA (Utah Transit Authority) – Salt Lake City, Utah
VTA (Santa Clara Valley Transportation Authority) – San Jose, California



4. LIST OF PROJECT PERSONNEL

Key Leadership Team

Lamar has maintained the leadership role in Out-of-Home advertising along the Front Range of Colorado since 1971. In addition to our current Denver RTD agreement, we operate transit agreements with the municipalities of Greeley, Fort Collins, Loveland and Longmont, as well as being the leading provider of billboards and bulletins statewide with offices in Pueblo, Colorado Springs, Denver and Fort Collins. The Lamar network provides our clients and customers the opportunity to market locally, state and nationwide, establishing a significant advantage in growing their business. **Lamar employees 52 people in the state of Colorado.**

Our sales efforts are supported daily through an extensive network of Lamar National Sales with staff of over 46, at offices in New York, Atlanta, Baton Rouge, Chicago, and Los Angeles. In addition the Lamar Colorado operations crew has a combined 41 years of experience.

Our key personnel listed below have a combined 65 years of outdoor experience & our combined **staff has over 194 years of Out-of-Home advertising experience.**

Contact Person – Primarily Responsible



Brent Window – Vice President & General Manager

Brent began his career in outdoor advertising with Lamar over 20 years ago. He started as an account executive and operations manager in Lake Charles, Louisiana. His success in sales and operations lead to a promotion to sales manager of that market. In 1997, Brent was promoted, to Vice President and General Manager of Alexandria, Louisiana, where he spent the next two and half years managing all aspects of the business. Lamar Alexandria was one of the first transit markets managed by Lamar and continues to thrive in our Lamar Transit portfolio. In 1999, Brent moved to run the Bakersfield, California based operations for Lamar in the same capacity. This success in the development and growth of California, lead to Brent's selection to manage Denver, Colorado for Lamar. In April 2011, Brent assumed all responsibilities of managing the Lamar plant in Denver, including the light rail, bus, shuttles and billboards. In 2012, Lamar merged with Next Media in Fort Collins, Colorado and Brent assumed the management of those teams expanding our footprint in Colorado to include transit agreement with Greeley, Fort Collins, Longmont and Loveland. His involvement at Lamar has included sales, leasing, operations, administration and public affairs. Brent now calls Colorado home, with his wife and two children who keep him busy with football, baseball, softball, horseback riding, skiing and everything else 9 and 11 year olds can think of.

Professional Organizations: Denver Metro Chamber of Commerce, Fort Collins Chamber, Loveland Chamber, Greeley Chamber, Big Brothers & Big Sisters, Ducks Unlimited, Outdoor Advertising Association of America, Colorado Outdoor Advertising Association, Home Builders Association of Denver, New Denver Advertising Club, American Advertising Association.

References:

1. John Dawson – Purchasing Agent RTD 303.299.2215
2. Tony McCaulay – Senior Manager of Marketing RTD 303.299.2487
3. Brian Iacono – Senior Manager RTD 303.299.2226



James Nobles—Operations Manager & Safety Coordinator

James began his career with Lamar Advertising 8 years ago in Hattiesburg, Mississippi. He started on the construction crew and worked his way through the ranks to become operations manager after a year and half of hard work and determination. After five years of successfully running daily operations as the operations manager and safety coordinator for Lamar Hattiesburg, he and his wife set their sights on beautiful Colorado to fulfill a lifelong dream of living in this great state. He has accumulated vast knowledge and experience in billboard construction, electrical and digital applications as well as direct application for vehicles. He is certified by the National Commission of Crane Operators, has a Lamar Digital Display Certification, has completed the OSHA Training Course and American Heart Association Training, and is First Aid and CPR certified. Safety is the number one priority for James; he conducts monthly safety meetings, daily/weekly observations, and continuously seeks constructive feedback from all staff. In April 2013, James assumed responsibility of the day to day operations for both transit and billboards in the Denver and Northern Colorado market. James is the direct line of communication between the supervisors at all partner transit facilities and Lamar. James now calls Colorado his home, with his wife and loved dog. His free time is occupied with rock climbing, snowboarding, eating Thai food and soaking up the beautiful Colorado weather. References:

1. Greg Upton – Operations Manager – LAMAR – Jackson, MS 800-893-2560
2. Paul Sanders – Area Field Manager – LAMAR – Gulf Coast Region 251-583-6082
3. Carlos Serrano – Area Field Manager – LAMAR – Western Region 760-250-4220



Trevin Wecks - Market Manager

Trevin began his career with Lamar Advertising, by way of Next Media, 7 years ago in Fort Collins, Colorado. After eight years in radio, television and on-line advertising in Colorado Springs, he was recruited to assume Sales Management for Next Media in Northern Colorado, Wyoming, Kansas and Nebraska in 2009. As a graduate of Colorado State University, he and his wife were excited by the prospect of raising their two daughters in Fort Collins. After two years of orchestrating record breaking sales he was promoted to General Manager in 2011, where he oversaw all departments including business, real estate, sales and operations. With the merger of Lamar and Next Media in November of 2012, Trevin became the Market Manager for Lamar Northern Colorado, where he continues to oversee the day to day activities for all departments in the Fort Collins office. He loves all the great outdoor activities that Colorado has to offer, spending his free time cycling, fly fishing, hiking and snowboarding with his daughters.

Professional Organizations: North Fort Collins Business Association, South Fort Collins Business Association, Fort Collins Chamber of Commerce, Loveland Chamber of Commerce, Greeley Chamber of Commerce, Windsor Chamber of Commerce, Realities for Children, Canyon Concert Ballet.

References:

4. Kurt Ravenschlag – General Manager - City of Fort Collins Transfort – 970-221-6386
5. Will Jones – General Manager - Greeley Evans Transit – 970-691-2893
6. Phil Greenwald – Transportation Planner - City of Longmont – 303-651-8335



Operational Personnel Overview

The key to our successful long-term operations remains our commitment to customer service, focused business efforts and frequent, clear communications with transit partners. **Lamar manages business challenges by placing an emphasis on training, utilizing our own employees who live and work in the service areas, maintaining accurate up-to-date inventory records and regularly performing**

check-ins with our transit partners across the state of Colorado.

James Nobles, Operations Manager & Safety Coordinator for Lamar Colorado, and his installation team, will continue to ensure from day one that campaign displays are posted and removed as planned. Lamar will be **ready from day one**, to ensure that installations are done in a timely and safe manner, and are coordinated with the City of Fort Collins garages and supervisors. Operations personnel will continue to perform in compliance with all safety requirements. **Lamar will continue to provide experienced, knowledgeable personnel for installation and maintenance services throughout the contract term.** The transit operation staff includes our full time installation team. The crew listed below is a key essential element of our successful partnerships. The Lamar operations crew has a **combined 41 years of experience in Colorado.**

- Benjamin Ball – 10 years
- Brent Window – 6 years
- James Nobles – 3 years
- Ryan Shank – 10 years
- James Steele – 10 years
- Logan Charette – 1 year
- Brian Barker – 1 year
- Spencer Munson – 1 year
- Jim Hunt – 8 years
- Dylan Smith – 1 year

Operations and Inventory Management

- Local Installers:** Installers work and live in the area, we can respond to concerns in less than 24 hours.
- Safety Training:** All of our installation employees certify that they have read Lamar's Corporate Safety Manual. Installation employees wear high-visibility vests and safety shoes on shift. Attendance at monthly safety meetings is mandatory and documented for all operations staff.
- Maintaining advertising inventory:** Lamar maintains an up-to-date inventory record showing the current number of buses available as well as the specific products that are displayed both on interiors and exteriors of buses. Our advertising inventory record includes the effective contract dates for each display including the expiration date for each contract.



- Scheduling:** Lamar will continue to create and develop scheduling request procedures and processes to ensure a cohesive productive relationship with each garage.
- Minimal Impact:** Lamar will continue to supervise our operations staff to ensure seamless installation and removal with minimal encumbrance on transit operations and equipment.

Our personnel will continue to comply with all stipulated safety regulations including safety and personal protective equipment. We remove any and all materials; unused products and special waste, dispose of them away from your facilities

based on OSHA regulations / specifications and requirements of City of Fort Collins. We will not use hazardous chemicals or materials in transit operations.

Lamar is fully capable and committed to providing all preventative maintenance and cleaning requirements to ensure the most presentable and effective advertising possible. Lamar has an outstanding record of success in the work performed by our installation and maintenance teams.

Organization & Planning

Lamar's Colorado operations include office locations in Pueblo, Colorado Springs, Denver and Fort Collins. General Manager Brent Window is responsible for all strategies to develop and grow our revenue streams. Sales Manager Cliff Moak leads the growth and development of our sales efforts. Our entire organization is focused on delivering the highest customer experience in Colorado for each and every one of our clients. **Our focus and commitment is to have constant and consistent improvement.** Sales staff includes 7 account executives, 3 account managers and 3 sales coordinators who are focused on developing new business opportunities across our markets.

Operations Manager and Safety Coordinator James Nobles oversees installation teams throughout the state, coordinates with all operational staff, and schedules all installs and removals. Office Manager and Financial Account Manager, Beth Riggs provides customer service and sales support for all sales efforts.



Lamar Graphics, the art services division of Lamar, employs a talented group of **over 50 artists and customer service representatives.** Our art capabilities give us a significant advantage in the development of proposals and speculative artwork for each new proposal. This group guides and provides clients with the creativity necessary to develop effective campaigns. **Lamar's investment in art design and creation is offered as a free, value-added service to our customers and often is the difference in making a sale.**

Lamar utilizes a Customer Relations Management system to track the status of proposals through various contracting stages, installation and billing. We employ a new business development support staffs of 6 individuals that assist our account executives in the development of new business opportunities. **From prospecting to proposals to closing – our teams are focused on growth.** For invoicing and reporting we use accounting software along with a proprietary web-based interface that links our field offices to headquarters in Baton Rouge, Louisiana.

Lamar invests in Portfolio and MapInfo Professional®, market analysis research tools which enable Lamar to provide a valuable and free service designed exclusively for our clients and transit partners. With this software we can profile specific geographies, define individual lifestyle characteristics and behaviors, including spending and transportation habits, and then overlay that information directly onto specific transit route maps.

These powerful mapping and demography tools enable Lamar to provide a highly desirable free service to our clients and transit agency partners.

Our Guiding Principles

- Maximize revenue and growth for our partners
- Commit to delivering the highest quality service to our customers
- Respond promptly to our customer's needs and to those of our transit partners
- Maintain the highest degree of integrity and professionalism
- Continue to innovate and create new products
- Demonstrate financial accountability

At Lamar, our goal is to deliver superior financial returns to the City of Fort Collins and impeccable service to our customers, who range from small local companies to international corporations. We offer customers a turn-key advertising solution – from the conception of a campaign to the design of the copy, to the production and installation of the appropriate materials. This allows them to focus on operating their businesses. **As a result, we rank at the top of the industry in customer loyalty, with annual contract renewal rates exceeding 80%.** Our revenues per bus also ranks at the top of the industry, and our retention rate for our clientele is the highest in our industry.

Sales Team

A significant Lamar advantage in the marketplace is the fact that we are the largest Out-of-Home provider and the only one to deliver “Total Market Coverage” statewide. Lamar leverages our vast national and regional sales resources and our experienced local staff to aggressively communicate on a consistent basis the value of utilizing transit advertising. The expansion of our sales and marketing efforts have included a rebranding of our website, www.lamar.com/northerncolorado, including routes, photos, spec sheets, rates and information requests.

Each account executive has a specific budget for transit sales across the Colorado market. Each account manager has a quota associated with developing new business for transit partners. Our office is staffed with an office/charting manager, operations manager and installation crews, which will ensure we maintain on-time installation and accurate accounting of all advertising campaigns.

We are committed to continually refining our sales team based around a tactical focus on new business development for the City of Fort Collins.



Cliff Moak – Sales Manager

Over 19 years of experience in media sales. Cliff joined Lamar in 2006 in the Colorado Springs market. His responsibilities included managing monthly budget for transit sales for the municipalities of Colorado Springs & Pueblo and working with clients across the spectrum to develop new business for Lamar. His success in growing business for Lamar in the Southern Colorado market resulted in a over 28% increase in revenue from 2006-2011. Cliff was promoted to Denver Lamar in 2012 as Sales Manager where he was responsible for all sales and marketing efforts for its local staff. Denver has exceeded all budgets for our multiple companies since 2011, experiencing growth of over 18% in combined revenue for that period. His responsibilities expanded in 2012 to include sales management of our Northern Colorado efforts, including transit agreements with Greeley, Fort Collins, Loveland and Longmont.

Professional organizations include past president of the Colorado Springs American Advertising Federation, Denver Metro Chamber of Commerce, GIVE! Campaign Chair, Big Brother Big Sisters, New Denver Ad Club and Colorado Outdoor Advertising Association.



Samantha Huff – Account Manager

☐ Joined Lamar May 12, 2014

Samantha manages and ensures a superior customer experience for each Lamar campaign. Developing and managing a process driven customer experience. Samantha is providing completion reports, billing assistance, production services and customer follow-ups which are all key elements in our success.



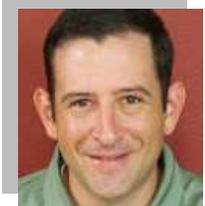
Paul Zapata – Senior National Account Executive

☐ Joined Lamar January 15, 2001



Matt Wells – Account Executive

☐ Joined Lamar/Next Media September 1, 2002



David Brunacci – Senior Account Executive

☐ Joined Lamar/Next Media February 23, 2004



Lori Johnson – Account Executive

☐ Joined Lamar January 21, 2011



Michael Cosgrave – Account Executive

❑ Joined Lamar August 1, 2012



Lynn Joiner – Account Executive

❑ Joined Lamar February 28, 2006



Elise Milam – Account Executive

❑ Joined Lamar August 20, 2012



Beth Riggs – Office Manager and Financial Account Manager

❑ Joined Lamar September 12, 2011

Local Sales

Lamar's offices in Denver, Fort Collins, Colorado Springs and Pueblo, consist of experienced and well-trained local sales professionals that have built a base of local business since 1971. By selling annual contracts to local businesses, Lamar is able to help advertisers benefit from long-term exposure and product branding which ultimately delivers the best results.



The increased presence and visibility afforded with the addition of Transfort buses means that our clients will identify with and acknowledge that transit advertising is an attainable and valuable medium. This creates more demand, increases occupancy and holds rate integrity.

Regional Sales

Regional Relationships in the West

Through the years, Lamar has established successful relationships with regional advertising agencies that traditionally serve clients with multiple locations throughout the West. Lamar has excellent connections with advertising agencies throughout the Western United States and is proactive in its efforts to expand this part of our business plan. We have more than 20 other sales offices in the Western US that will also generate sales leads to support our advertising programs related to this RFP. Regional buys often develop into large, multi-state campaigns or national buys that maximize revenue potential.

National Sales

From Coast to Coast

Lamar Colorado will continue our frequent sales trips providing to our clients presentations of “Why Colorado, Why Outdoor, Why Lamar” across the nation each year. As well, we will coordinate with the Lamar network of national sales executives to propose new business for our transit partners in Colorado each day. **In the past few years, our local Colorado sales staff has traveled for presentations across the country visiting and meeting with new and prospective clients from Dallas, Los Angeles, Phoenix, Atlanta, Baton Rouge and New York.**

As well, we will continue to present to our Lamar corporate headquarters on an annual basis the importance of Colorado’s transit footprint and how it positions our clients with the only opportunity to have complete coverage across Colorado – it’s a key to our success and we’ll continue to tell our story.

Nearly two dozen national Lamar sales representatives maintain key relationships with major advertising agencies throughout the United States and Canada, from offices in New York, Chicago, Los Angeles, San Francisco, Baton Rouge and Atlanta. These Lamar representatives work together on a weekly basis to discuss forth-coming national buys and to make certain that they receive exposure and consideration. In addition, Lamar has more than **200 sales offices** across North America. Both regional and national salespeople work directly with these contacts to facilitate opportunities that will benefit the City of Fort Collins.

Sales Plan

Lamar’s sales plan includes a focus on annual contract sales direct to local businesses. This helps advertiser’s benefit from long-term exposure and product branding to ultimately deliver the best results. Because of this extended exposure, we experience customer loyalty and renewal rates that are the highest in the industry.

Lamar believes in a consultative sales approach where client’s needs are identified and an advertising campaign is then customized to provide a direct solution. By selling campaigns that include the proper amount of displays for the proper amount of time, we have found that our clients continue to utilize transit advertising as part of their long-term marketing efforts.

Our Sales Team is structured to provide clear recognition and measurement of key responsibilities:

- Prospecting
- Proposals
- Closing

Lamar establishes monthly, quarterly and annual budgets for sales. Account Executives are required to generate new advertising opportunities for our transit partners and performance is measured against these goals each week. Lamar sales coordinators provide sales materials, one sheets, transit maps, photos, speculative artwork and templates to account executive to drive new business. Transit advertising opportunities are included on every response to national agencies.

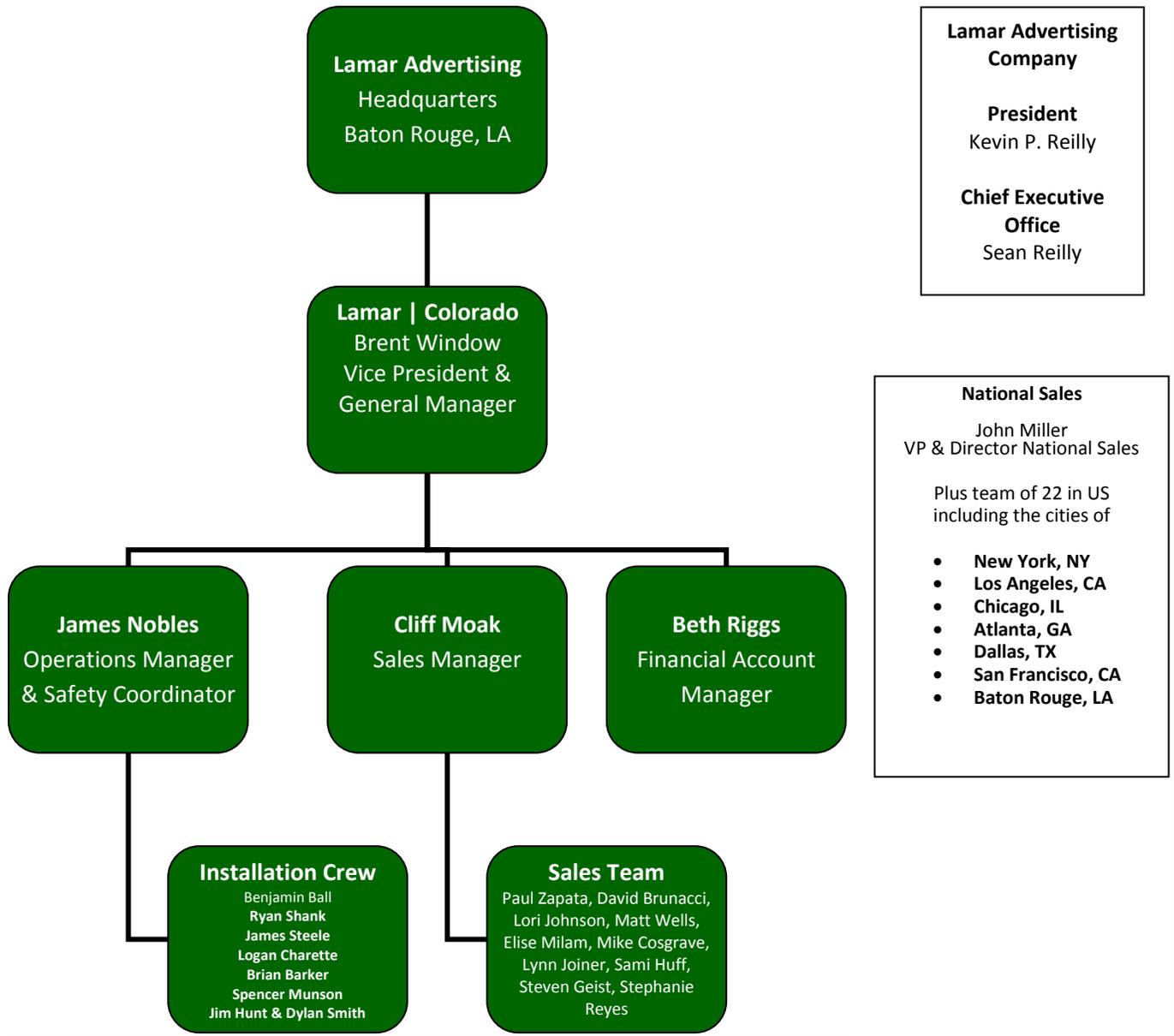
Lamar leverages existing client relationships, both local and national, through Lamar nationwide network of over 800 sales people. Sales manager works with our local and national transit marketing teams to create specific marketing materials, campaigns, and promotions specifically for our current transit partners in Colorado.



Our Sales Manager and Account Executives network within the local area Chamber of Commerce, Ad Clubs and other business organizations to promote transit advertising opportunities to prospective buyers.

5. ORGANIZATION CHART

PROPOSED PROJECT TEAM



Organizational Changes *LAMAR TRANSIT, LLC*

In April, 2014, Lamar Advertising received approval from the IRS granting permission to convert to REIT status effective January 1, 2014. This does not change how we operate our business, but it does change the treatment of assets in regard to taxation.

To comply with REIT requirements, the company must hold assets that do not qualify as real estate in separate entities. Because transit contracts do not qualify as real estate assets, Lamar formed Lamar Transit, LLC to hold all interests in its transit operations.

Our organization is as follows: Lamar TRS Holdings, LLC – Business Name: Lamar Transit, LLC which is a wholly owned subsidiary of Lamar Advertising Company.

6. AVAILABILITY

Lamar is available for immediate participation in this proposed project to sell advertising in the Fort Collins' market. We are currently fully staffed and operate a full shop & office located at 2649 East Mulberry Street, Fort Collins. We also operate offices statewide with locations in Denver, Colorado Springs and Pueblo, as well as over 150 locations nationwide.

We are available for on-site interviews at any time during the weeks of September 23rd and September 30th, as requested, or anytime time and place requested - we'll be there.

Why Lamar?

Lamar Advertising Company was established in 1902 and is one of the world's largest outdoor advertising companies. We provide advertising services on 150,000 billboard displays in 43 states, including 1,971 digital displays. We are also a leader in the highway logo signs industry operating 100,000 displays in more than 20 states.

Our Transit division is dedicated to advertising on buses, trains, ad benches, shelters, stations and high-tech digital displays. **We've managed transit advertising programs for nearly 30 years and currently operate transit advertising programs on behalf of nearly 70 agencies** across the US, Canada and in Puerto Rico. The advertising programs we manage vary both in the size of the transit operation and the scope of services required by the agencies involved.

Start Up Procedures

Lamar has developed a streamlined, experienced organization that continues to improve. If awarded this contract, there would be no interruption in the commercial sale and deployment of advertisements. Lamar is fully established & will continue with our experienced staff and organization to deliver exceptional results for the City of Fort Collins and our clients.

Advertising Policies

Lamar conforms to all Advertising Policies and will ensure that the highest quality advertisements are displayed on Fort Collins buses.

Lamar has an obligation to exercise sound judgment relating to the acceptance of advertising that we place on vehicles. Lamar trains its sales personnel to screen potential clients and review proposed advertising copy for objectionable content.

- Lamar takes great pride in becoming familiar with the advertising policies, standards and restrictions for its respective public partners and works hard to create definite, uniform application and adherence to these standards.
- Lamar does not knowingly accept any advertising that is false, misleading or deceptive commercial speech.
- It is Lamar's intent not to allow or cause any of its providers' assets to become a public forum for the debate, dissemination or discussion of public issues. In the case of any disputes, we discuss appropriate solutions and adhere to the final decision of City of Fort Collins.

Free Speech Issues

Lamar is experienced with issues and differences involving free speech and commercial free speech, and works effectively to protect our partners from direct involvement with clients pertaining to these issues. Lamar has a successful record in monitoring public reaction to advertising we place.

Reporting, Record Keeping and Accountability

- Lamar has an outstanding reputation for providing timely reporting, accounting and contract information. We are able to provide accurate contract administration necessary to fulfill the scope of the agreement outlined.

- ❑ Lamar maintains records of installation, removal and certificates of audit for each display. All pertinent information is recorded, including advertiser, terms of each contract, display type and number.

As a public company Lamar is particularly sensitive to client trust and the need for sound, ethical accounting and reporting behaviors.

Lamar adheres to SEC requirements and Sarbanes-Oxley. This includes our coordination of all client sales contracts, advertising production, posting and removal of advertising materials. As well Lamar will manage the billing and collections activities and other customary business practices. Lamar considers our business practices a corporate asset and strives to provide the detail and transparency required by our clients and RTD.

What We Stand For

- ❑ **Serving Our Customers.** We are dedicated to building strong relationships, providing excellent customer service and delivering value to our customers. We are always looking for innovative new ways to support our customers and to become an even more valued media partner.
- ❑ **Safety First & Always.** Safety is our top priority. Our largest audience is the driving public, and we understand that people see out-of-home ads while driving at high speeds. We are firmly committed to the safety of the general public and in addition to following external laws and regulations, we adhere to the OAAA Code of Industry Principles. We also create and maintain safe working environments for all of our employees.
- ❑ **Community Support.** Our goal is to leave every place that we're privileged to operate in better than the way we found it. We strive to be responsible corporate citizens. In hundreds of communities across the U.S., Canada and Puerto Rico we support non-profit organizations in many ways including donations of time, through our Good Works Public Service Advertising program and utilizing our extensive Digital Display network to broadcast Amber, FBI, FEMA, Crime Stoppers and other emergency alerts on a local, state or national level.
- ❑ **Honesty and Integrity.** We live by the Golden Rule, and we operate with honesty and integrity in every aspect of our business. We are open with our employees, transparent with our customers and loyal to the communities in which we serve.
- ❑ **Continuous Improvement.** We strive to be the best. And more importantly, we are always focused on how we get better. An example of this would be working with our business partners to determine better, more environmentally sound ways to handle disposal of residual vinyl material.
- ❑ **Diversity and Inclusiveness.** Lamar is an Equal Opportunity Employer committed to a diverse workforce. We hire without regard to race, color, sex, national origin, religion, age, marital status, sexual orientation, gender identity, gender expression, disability, veteran's status, height, or weight, or any other characteristics protected by law. We have implemented an extensive on-line Affirmative Action program to ensure we are fair and unbiased in our interviewing, hiring and promotion activities.



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)
09/07/2016

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER Marsh USA Inc. 701 Poydras Street, Suite 4125 New Orleans, LA 70139 NewOrleans.CertRequest@marsh.com New Orleans, LA 70139	CONTACT NAME: PHONE (A/C No. Ext): E-MAIL: ADDRESS:		FAX (A/C No.):
	INSURER(S) AFFORDING COVERAGE		
INSURED Lamar Advertising Company & all subsidiaries Post Office Box 86338 Baton Rouge, LA 70896	INSURER A: Insurance Company of the State of Pennsylvania		NAIC # 19429
	INSURER B: New Hampshire Insurance Company		23841
	INSURER C: National Union Fire Insurance Co. of Pittsburgh, PA		19445
	INSURER D:		
	INSURER E:		
	INSURER F:		

COVERAGES **CERTIFICATE NUMBER:** HOU-002816942-01 **REVISION NUMBER:**

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL SUBR INSD WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: <input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC <input type="checkbox"/> OTHER:		GL2039106 (ADS)	01/01/2016	01/01/2017	EACH OCCURRENCE \$ 2,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 1,000,000 MED EXP (Any one person) \$ 100,000 PERSONAL & ADV INJURY \$ 2,000,000 GENERAL AGGREGATE \$ 2,000,000 PRODUCTS - COMPROP AGG \$ 2,000,000
A	<input checked="" type="checkbox"/> AUTOMOBILE LIABILITY <input checked="" type="checkbox"/> ANY AUTO <input type="checkbox"/> ALL OWNED AUTOS <input type="checkbox"/> SCHEDULED AUTOS <input checked="" type="checkbox"/> HIRED AUTOS <input checked="" type="checkbox"/> NON-OWNED AUTOS <input checked="" type="checkbox"/> PIP FL & MI		CA9734201 (ACS) CA9734202 (MA)	01/01/2016 01/01/2016	01/01/2017 01/01/2017	COMBINED SINGLE LIMIT (Ea accident) \$ 2,000,000 BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$
C	<input checked="" type="checkbox"/> UMBRELLA LIAB <input checked="" type="checkbox"/> OCCUR <input type="checkbox"/> EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE DED: RETENTION \$		19086696	01/01/2016	01/01/2017	EACH OCCURRENCE \$ 1,000,000 AGGREGATE \$ 1,000,000
B	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below See Additional Information for Other WC Policies	Y/N N N/A	WC066022338 (ACS)	01/01/2016	01/01/2017	<input checked="" type="checkbox"/> PER STATUTE <input type="checkbox"/> OTH-ER E.L. EACH ACCIDENT \$ 1,000,000 E.L. DISEASE - EA EMPLOYEE \$ 1,000,000 E.L. DISEASE - POLICY LIMIT \$ 1,000,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)
Certificate holder is/are included as Additional Insured under General Liability and Auto Liability as required by written contract.

CERTIFICATE HOLDER City of Fort Collins & Transort PO Box 580 Fort Collins, CO 80522	CANCELLATION SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS. AUTHORIZED REPRESENTATIVE of Marsh USA Inc. Robert C. Hill
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AGENCY CUSTOMER ID: Lamar

LOC #: New Orleans



ADDITIONAL REMARKS SCHEDULE

Page 2 of 2

AGENCY Marsh USA Inc.		NAMED INSURED Lamar Advertising Company & all subsidiaries Post Office Box 66338 Baton Rouge, LA 70896
POLICY NUMBER		
CARRIER	NAIC CODE	
EFFECTIVE DATE:		

ADDITIONAL REMARKS

THIS ADDITIONAL REMARKS FORM IS A SCHEDULE TO ACORD FORM,
FORM NUMBER: 25 FORM TITLE: Certificate of Liability Insurance

Other Policies:

Workers Compensation Policies:

- WC068022339 (IL, KY, NC, UT) New Hampshire Insurance Company Eff: 01-01-2016 Exp: 01-01-2017
- WC068022340 (NJ, PA) New Hampshire Insurance Company Eff: 01-01-2016 Exp: 01-01-2017
- WC068022341 (AZ, VA) New Hampshire Insurance Company Eff: 01-01-2016 Exp: 01-01-2017
- WC068022337 (CA) National Union Fire Insurance Company Eff: 01-01-2016 Exp: 01-01-2017
- WC068022335 (FL) Illinois National Insurance Company Eff: 01-01-2016 Exp: 01-01-2017
- WC068022343 (ME) New Hampshire Insurance Company Eff: 01-01-2016 Exp: 01-01-2017
- WC068022342 (MA, WI, ND, OH, WA, WY) New Hampshire Insurance Company Eff: 01-01-2016 Exp: 01-01-2017