

# Digital Billboards Mean Big Money for Communities, Schools

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**November 17, 2015 - SARASOTA, FL** – Impact Local Florida aims to generate more than \$200 million in new revenue for local governments over the next 20 years through a new public-private partnership program that is kicking off now in Palmetto, FL.

The Manatee County city is projected to earn over \$1.5 million through 2035 through ILF's new digital billboard advertising systems, which will be seen by an estimated 57,700 Palmetto drivers daily.

The new LED billboard will be placed along U.S. 41 at 7<sup>th</sup> Street West and U.S. Highway 301. Impact Local Florida's digital billboard will provide information about private businesses and events in the City of Palmetto and is projected to begin operation in January 2016.

"It is exciting to bring another sustainable revenue stream to the City of Palmetto," said Palmetto Mayor Shirley Groover Bryant. "Creative partnerships like this represent a continuation of the highest level of service possible for Palmetto residents."

Palmetto used to earn only a \$2,500 annual lease payment from a company who posted a traditional billboard at the digital billboard location. Impact Local Florida's new public/private partnership with Palmetto, built around negotiated revenue-sharing, boosts the city's annual income potential to \$88,000, said ILF co-founder Gregg Anderson.

"We're very pleased to announce our partnership with the City of Palmetto," Anderson said. "School districts and municipalities are under such financial pressure, it's good to offer them a long-term steady stream of revenue that can be used as the city and its residents choose."

This digital billboard advertising system has been in development by ILF for three years, Anderson said. The company aims to confirm more than 150 more public/private partnerships in Florida by piggy-backing off of their RFP throughout Florida by 2020 with school districts, cities, military bases, and other independent governmental entities.

All in all, the "digital information centers" are projected to generate more than \$200 million total over 20 years statewide in discretionary revenue for participating government entities.

Impact Local Florida is a Sarasota-based company that specializes in "out of home advertising" geared toward people "on the go." The company integrates its LED billboards with an online marketing and management system that maximizes customer outreach. For more information visit [www.bmlabs.com](http://www.bmlabs.com).

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