



5520 Nobel Drive, Suite 150, Fitchburg, WI 53711

November 5, 2007

To the City of Madison Common Council:

I would like to register my support for the "Cap & Replace" ordinance that was introduced to the Council on October 16th.

I am the Executive Director of a non-profit, free jazz concert series that has been successfully taking place in downtown Madison for the past 14 years. As do most non-profits, we rely heavily on gifts of goods and services to keep our program viable. Adams Outdoor has been supporting our event for the past four years with quality advertising in the form of billboards to advertise our event -free of charge. This generous donation has greatly elevated awareness of our series and has aided in tremendous growth in recent years.

I believe it is important to non-profit organizations like Jazz at Five that advertising locations are not eliminated and that inventory levels remain constant. Space made available for not-for-profit advertising is crucial to their continued success.

I hope you will consider support of the ordinance.

Best regards,
Cathy Sullivan
Executive Director
www.jazzat5.org
jazzat5@tds.net
(608) 310-4462

November 5, 2007

Adams Outdoor
103 East Badger Road
Madison, Wisconsin 53713

Attn: Chris Eigenberger

Dear Chris:

I am happy to write in support of the proposal to pass a Cap and Replace ordinance governing outdoor advertising in the city of Madison.

I have seen first hand the tremendous good Adam's generosity to the Henry Vilas Zoo has done to boost attendance and awareness of this vital community resource. In particular, your donation over the past 4 years of more than \$250,000 of high-visibility outdoor postings has helped the Zoological Society facilitate the initial phases of a multi-stage fundraising campaign.

Thanks to your assistance to the "Ambassadors of Wildlife" campaign and the enhanced visibility it has caused, the Zoo's new Conservation Carousel, Fair North American Prairie exhibit and the Children's Zoo are now delighting children and parents daily.

Your support on your digital billboard for the special Giraffe fundraising effort raised those necessary funds in record time.

I wholeheartedly applaud your community spirit and realize that if your inventory continues to shrink, this kind of support for worthy causes will dwindle.

I urge the Council to enact this fair ordinance.

Sincerely

Richard A. Zillman
President
Zillman Idea Design

KMR Media Partners, Inc.

OOO Partnering you with the Media

Tuesday, November 06, 2007

Adams Outdoor Advertising
102 East Badger Road
Madison, WI 53713

Dear Ed,

I am writing to you in support of the "Cap & Replace" ordinance that was introduced by the City of Madison Common council on October 16, 2007. As the existing ordinance stands, if a billboard is removed to allow new construction it cannot be replaced. I do understand that in a city the size of Madison to allow NEW billboards would clutter our beautiful city. However the billboards that we currently have, I feel, serve our community and businesses well.

As an advertising agency, KMR Media Partners represents over two dozen local businesses, but we also do a great deal of work with local show events, charities and non-profit organizations. Our clients consider the Outdoor medium portion of their annual advertising to be a significant part of reaching the public with not only their business messages, but also to help gain public support for local events, and charitable, non-profit events such as the WZEE-FM Connie & Fish Annual Toy Drive that provides thousands of toys to needy children each holiday season. Since the non-profit messages are obtainable on a space available basis, we would have fewer opportunities to be able to expand the reach of these important messages if this ordinance is not allowed to pass.

Also, outdoor advertising is one of the only mediums that can reach literally every person that travels in a specific area. There is no better way to attract potential consumers to spend their money in Dane County, then to get their attention when they are here! I believe that billboards help to keep consumer dollars in our market.

It is my sincere hope that these things will be taken into consideration as the Madison Common Council decides the future of the "Cap & Replace" ordinance. Madison area businesses will benefit from this becoming law

Thank you,

Kim M. Lothe
President
KMR Media Partners

November 5, 2007

To whom it may concern:

CAP AND REPLACE ORDINANCE MAKES SENSE

As an advertiser with Adams Outdoor, I am writing to support the "cap and replace" ordinance currently under consideration.

As I understand it, this ordinance merely ensures that existing billboard space remains constant. It also has the added benefit of assisting development planning by allowing billboards to be moved to make way for new buildings.

Billboard advertising is a media choice that Park Bank has used to our advantage to communicate important messages to current and potential clients. The "cap and replace" strategy would ensure the continued viability of this advertising option for businesses and nonprofits that operate in Madison.

Sincerely,

Kelly Lietz
Vice President, Marketing
Park Bank