

City of Madison Businesses

Outdoor advertising has become an effective medium for local businesses to advertise their products and services. It also has become the most cost effective form of media that reaches the largest audience.

Between Adams and Lamar we have over 600 local businesses that use the Outdoor Advertising medium to grow their businesses in Madison, which in turn will employ more people, grow commerce, and increase the tax base.

So why would we want to remove this form of advertising from the market?

The city of Madison has approximately 120 outdoor advertising structures, which is small in comparison to other similar size cities across the U.S.

Lastly, at your September 12, 2007 Madison Economic Development Commission Kick Off Meeting for the 3-5 Year Economic Development Implementation Plan, you asked yourselves what are the Big Questions, and one of those questions was -- "what economic development programs might we implement". **Your answer was --- "to place a major emphasis upon the business climate, business retention, business expansion, business attraction, and product development, especially workforce. " That's what our businesses (Adams & Lamar) do for the local existing and future businesses of Madison.**