



03.29.2013

Ann Arbor City Council
City Hall
301 E. Huron St.
Ann Arbor, Michigan 48107

Dear City Council Members:

It has come to our attention that the Ann Arbor City Council is proposing an ordinance to prohibit outdoor billboards in the community. While I am sure this is being proposed after much deliberation, I urge you to reconsider. For some, billboard advertising is considered an unattractive intruder, but for the businesses that utilize this advertising space, it can be vital. Local businesses need to find advertising options that are both effective and within their budget. Outdoor advertising is one of these few options. For a very small local business, one bulletin or poster in town may be relied upon to keep them top of mind to potential customers. For larger local businesses, outdoor advertising is used in conjunction with other local media to broaden their message. This is how re:group utilized outdoor for former client United Bank and Trust, and it was successful. And while not our client, Bank of Ann Arbor has been running an outdoor campaign for months.

I am not asking the Council to loosen the codes in section 5:508, but to leave it unchanged. Please consider the needs of the local businesses that serve the residents of the community in making this decision.

Respectfully,

Karry Oleszkiewicz
Media Director
re:group, inc.