



A2YChamber
ANN ARBOR / YPSILANTI REGIONAL CHAMBER

115 West Huron Street, 3rd Floor | Ann Arbor, MI 48104

☎ (734) 665-4433 | fax (734) 665-4191 | A2YChamber.org

April 1, 2013

Ann Arbor City Council
P.O. Box 8647
Ann Arbor, MI 48107

Dear Mayor Hieftje and members of the Ann Arbor City Council:

I write to you on behalf of the Ann Arbor/Ypsilanti (A2Y) Regional Chamber. One of our 1,200 plus members, Adams Outdoor Advertising, opposes proposed changes to the City's sign ordinance, which would allow for certain types of digital signs and prohibit additional billboards.

Adams Outdoor has long been providing marketing support for Ann Arbor area businesses and believes these proposed changes would prohibit its further growth and limit the ability of other organizations to benefit from the use of billboard advertising. This appears to be a restriction on their specific industry which could negatively impact them as well as their customers, which include many local businesses and non-profits.

The A2Y Regional Chamber has itself used billboards to advertise our organization, grow our membership, and promote county-wide quality of place activities. We hope that as you deliberate these ordinance changes, you will keep in mind that billboards grow and market many local companies and non-profit organizations to achieve successful business models. While the A2Y Chamber has not taken a formal position on these proposed amendments, our Mission Statement is "to provide advocacy, support and connections for local businesses and the community in order to foster economic success and improve quality of life for the Ann Arbor / Ypsilanti region."

We hope you will keep these concerns in mind, along with the Chamber's efforts to foster economic success, as you seek to set policy that properly balances residential, commercial and community interests.

Thank you for your consideration on this important matter. If you have any further questions or concerns please do not hesitate to contact me at (734) 214-0101.

Sincerely,

Diane Keller, President & CEO
Ann Arbor / Ypsilanti Regional Chamber





SCHLANDERER & SONS
Jewelers & Silversmiths
Since 1886

208 SOUTH MAIN STREET • ANN ARBOR, MICHIGAN 48104
PHONE 734.662.0306 • FACSIMILE 734.662.8731

March 27, 2013

City Hall Council Chamber
Guy C. Larcom, Jr. Municipal Building
301 E. Huron Street
Ann Arbor, MI

Dear Ann Arbor City Council and Mayor:

I am writing in response to the proposed changes to Ann Arbor's sign ordinance. Schlanderer and Sons is a local business that has been in Ann Arbor since 1933. We utilize Adams Outdoor Advertising billboards as part of our advertising media very extensively. Billboards have done a nice job of reaching our customers in our community. As a form of advertising billboards have high impact and at a relatively low cost per message. These billboards help our business, and many others like ours, grow and reach our customers here in Ann Arbor.

We are opposed to a governmental change that would prevent an established business from growth in the City of Ann Arbor. While other cities are encouraging and seeking the growth of local business, Ann Arbor is limiting it. This change in the sign ordinance caps Adams Outdoor Advertising's ability for expansion and use of new technology in the City of Ann Arbor, and in doing so, it caps ours.

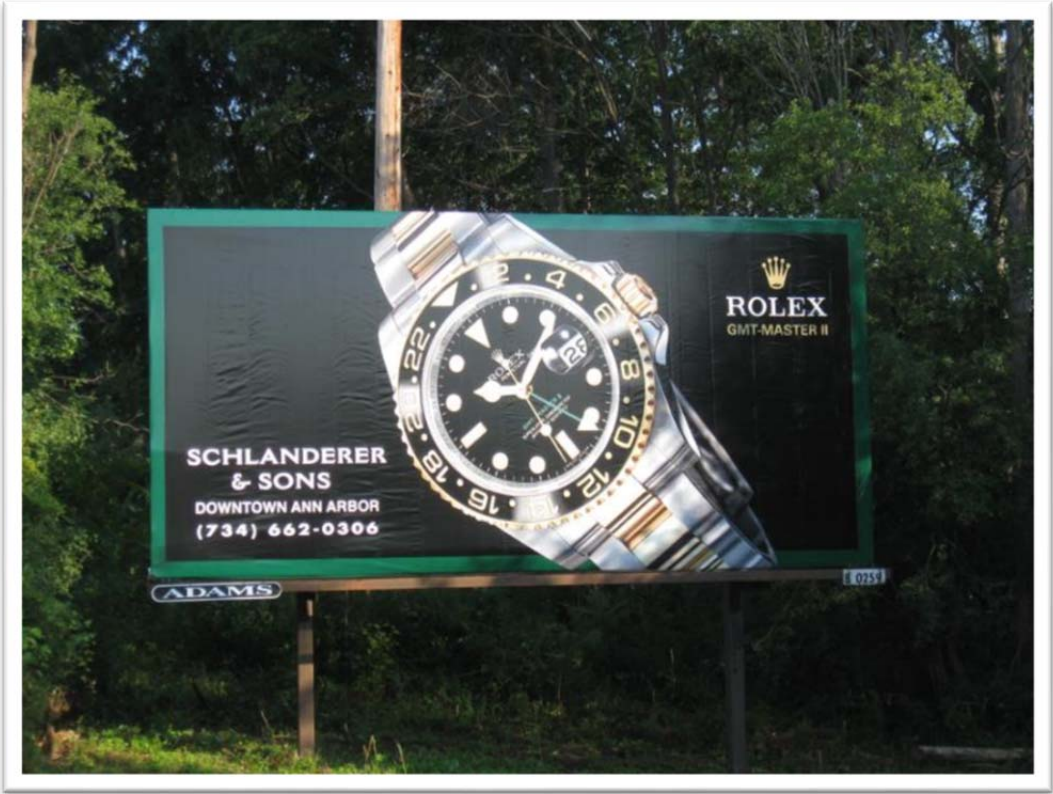
Allowing additional billboard permits in the city would help our advertising penetration and increase the number of impression on our consumers. The current supply of billboards is limited and unevenly distributed throughout the City. Thus driving our costs up due to lack of availability, and limiting our community reach.

We believe that you are alienating Adams Outdoor Advertising by allowing digital for other local businesses, but prohibiting it for Adams. All businesses contribute to the local economy and should adhere to the same rules and ordinances. By singling out off-premises signs, you are subjecting limitations that prevent Adams Outdoor Advertising from growing their business and thus preventing other businesses, like ourselves, the use new technology to increase our business.

Due to the inconsistencies of the ordinance, I am requesting that the sign ordinance be tabled until the impact of these changes can be addressed and other options explored. I am not asking to allow a billboard on every corner, but placement and growth that makes sense for Ann Arbor. This ordinance as it stands does not make sense.

Sincerely,

Chuck Schlanderer
Schlanderer and Sons



March 20, 2013

Mr. Todd McWilliams
Adams Outdoor Advertising
880 James L Hart Parkway
Ypsilanti, MI. 48197

Dear Todd:

Thank you for making Wolfe Co., Inc. aware of changes that the city of Ann Arbor is contemplating, regarding BILLBOARDS in their city.

As an Advertising Agency that only provides BILLBOARD ADVERTISING to our clients, I find this very disturbing. This would take away the opportunity of business expansion from clients in Ann Arbor my company represents.

Example: We have an auto dealership we have represented for over 20 years...They have been staunch users of billboards over that period. In their branded group of dealers in the State of Michigan, they are consistently in the top five. This could not be achieved if they were unable to use the billboard media.

They are one of ten companies we represent in Ann Arbor.

It has been the experience of Wolfe Co., Inc. in representing national accounts, that before they expand to new markets it is important to know about billboard restrictions. If they cannot let their potential customers know where they are located through the billboard media, we recommend they look at other real estate opportunities in cities without restrictions.

I have been in the billboard business since 1965. I remember well, sitting at council meetings in Ann Arbor when they were trying to put in similar restrictions. At that time Wolfe Co., Inc. represented a national brand hotel. They were restricted in their billboard usage. They are not longer in business in Ann Arbor.

Hopefully, the City of Ann Arbor will realize the importance of expanding the use of billboard advertising rather than restricting.

Harvey Wolfe
Wolfe Co., Inc.



adams

WOLFE CO INC





3145 Clark Road, Suite #102 | Ypsilanti, Michigan 48197 | Phone: 734-528-9760 | www.ProbilityPT.com

3/22/2013

City Hall Council Chamber
Guy C. Larcom, Jr. Municipal Building
301 E. Huron Street.
Ann Arbor, MI

Dear Ann Arbor City Council and Mayor:

I am writing in response to the proposed changes to the sign ordinance.

I own Probility Physical Therapy, an Ann Arbor / Ypsilanti local business that has been part of the community since 2006. We have 55 employees and have 4 clinics in the AA/Ypsi area.

We utilize Adams Outdoor Advertising's billboards (bulletins and posters) as part of our advertising media mix. Billboards reach our customers as they are driving on the surface roads in the City of Ann Arbor. They have high impact and have a relatively low cost for us. They have been the single most important means for us to build our brand in this area and because of them, we are the best known non-hospital based PT company in the area.

We are opposed to any change in an ordinance that would prevent a business from growing and expanding their footprint in the City of Ann Arbor. Most cities encourage growth of local business whereas this change in the sign ordinance caps Adams Outdoor Advertising's ability for expansion in the City of Ann Arbor.

Allowing additional billboard permits in the city would help our advertising and its impact because the current number of billboards is limited and not spread evenly throughout the City of Ann Arbor.

Due to the inconsistencies of the ordinance, we are requesting that the sign ordinance be tabled until the impact of the changes can be addressed.

Sincerely,

A handwritten signature in black ink that reads "P. Hoban". The signature is fluid and cursive, with the first name "P." and the last name "Hoban" clearly distinguishable.

Patrick Hoban, PT
Owner, CEO
Probility Physical Therapy

Enjoy Your Life Again!



adams

PROBILITY PHYSICAL THERAPY



EASTERN

MICHIGAN UNIVERSITY

Education First

March 22, 2013

Ann Arbor City Council,

The Eastern Michigan University Office of Marketing uses a variety of traditional media to reach key stakeholders. One of the most effective ways we have found is by placing vinyl billboards along major freeways and city streets.

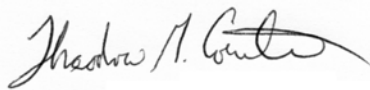
We currently advertise on billboards throughout Southeastern Michigan, including Washtenaw County and Ann Arbor. Our billboard campaign, combined with our other traditional and nontraditional media and efforts from our Office of Admissions, has helped EMU gain an overall enrollment increase of 7 percent since 2008 and achieve record new undergraduate student enrollment last fall.

We believe strongly in the success of our billboard campaign, and will do all we can to support and invest in local companies that help prospective students learn more about what makes EMU distinctive through our "TRUEMU" campaign.

As a local advertiser, we know it is important to be relevant and visible to prospective students and other key stakeholders. Many of these students live and shop in the City of Ann Arbor. Local billboards allow us to reach them in meaningful ways and we are grateful for this opportunity.

I would be more than happy to be contacted to tell you more or answer questions. I can be reached at 734.487.2483.

Putting Education First,



Theodore G. Coutilish
Associate Vice President
Office of Marketing



adams

EASTERN MICHIGAN UNIVERSITY





March 25, 2013

City Hall Council Chamber
Guy C. Larcom, Jr. Municipal Building
301 E. Huron Street.
Ann Arbor, MI

Dear Ann Arbor City Council and Mayor:

Re: Revisions to the sign ordinance

City of Ann Arbor Council Member,

Through the efforts of Adams Outdoor Advertising, United Bank & Trust has been able to impact their reach into the community and, subsequently, increase volume for the bank. Our campaign, which was strongly supported by billboard advertising, has been an incredible success for our organization.

Additionally, the launching of our new brand used billboard advertising as one of its two marketing venues. In the first six months of this launch, our market awareness has increased by 12% – an unprecedented number. Past new product launches that did not incorporate billboard advertising did not reap this level of success.

United Bank & Trust has been very pleased with our Adams Outdoor relationship. Our sales representative has been supportive, helpful and a tremendous resource.

The success of our 2012-13 branding campaign can be correlated to our usage of billboards. I highly recommend Adams Outdoor Advertising to any company.

Sincerely,

Jamice Walkup Guise
EVP, Chief Client Delivery Officer
United Bank * Trust



March 25, 2013

City Hall Council Chamber
Guy C. Larcom, Jr. Municipal Building
301 E. Huron Street.
Ann Arbor, MI

Dear Ann Arbor City Council and Mayor:

I am writing in response to the proposed changes to the sign ordinance.

We are a local business that has been part of the southeastern Michigan community since 1893. Our business is a strong contributor to the community employs 300 employees.

We utilize Adams Outdoor Advertising's billboards (bulletins and posters) as part of our advertising media mix. Billboards reach our customers as they are driving on the surface roads in the City of Ann Arbor. They have high impact and have a relatively low cost per message per customer.

We are opposed to any change in an ordinance that would prevent a business from growing and expanding their footprint in the City of Ann Arbor. Most cities encourage growth of local business whereas this change in the sign ordinance caps Adams Outdoor Advertising's ability for expansion in the City of Ann Arbor.

Allowing additional billboard permits in the city would help our advertising penetration and increase the number of impressions because the current supply is limited and not spread evenly throughout the City of Ann Arbor.

We believe that you are alienating Adams Outdoor Advertising by allowing digital for local businesses, but prohibiting it for Adams. All businesses contribute to the local economy and should adhere to the same rules and ordinances. By prohibiting digital for off- premises signs, you are unjustly subjecting to limitations that prevent Adams Outdoor Advertising from growing their business and preventing our business to use the new technology to increase our business.

Due to the inconsistencies of the ordinance, we are requesting that the sign ordinance be tabled until the impact of the changes can be addressed.

Sincerely,

Todd C. Clark
President
United Bank & Trust



adams

UNITED BANK AND TRUST





March 25, 2013

To Whom It May Concern/Ann Arbor City Council:

My ad firm has utilized outdoor advertising, including billboards, for many years and I, as my client's would be very upset and disappointed if the City of Ann Arbor changes any sign ordinances that would affect this medium.

The greater Ann Arbor market is very difficult to penetrate with advertising messages (versus the Detroit Designated Market Area or DMA). Advertisers are limited on choices to: local radio, local digital media such as AnnArbor.com, local cable television and billboards. Of all these choices, billboards have been recession proof and remain one of the single strongest impact advertising mediums in history.

My local clients are locally owned businesses and have grown through partnership with companies such as Adams Outdoor Advertising. My clients have been educated by me, a 36-year advertising veteran, that billboards, dollar for dollar, are the most cost efficient and deliver to a larger audience than any other major media. They have seen growth in dollars and awareness by utilizing billboards as a recommended staple as part of their marketing plans.

I do not support any changes in the sign ordinance that restricts a local business' ability to grow or that restricts a local business from being competitive in the marketplace.

Please consider these thoughts and facts I share when planning any future moves that could negatively impact our local economy.

Thank you,

Toni S Cotter
Owner, TSCADvertising



adams

TSCADvertising





March 22, 2013

City Hall Council Chamber
Guy C. Larcom, Jr. Municipal Building
301 E. Huron Street.
Ann Arbor, MI

Dear Ann Arbor City Council and Mayor:

I am writing in response to the proposed changes to the sign ordinance.

Victory Lane Quick Oil Change is a local business that has been part of the community 1980.

We have utilized Adams Outdoor Advertising's billboards (bulletins and posters) as part of our advertising media mix. Billboards reach our customers as they are driving on the surface roads in the City of Ann Arbor. They have high impact and have a relatively low cost per message per customer.

We are opposed to any change in an ordinance that would prevent a business from growing and expanding their footprint in the City of Ann Arbor. Most cities encourage growth of local business whereas this change in the sign ordinance caps Adams Outdoor Advertising's ability for expansion in the City of Ann Arbor.

Allowing additional billboard permits in the city would help our advertising penetration and increase the number of impressions because the current supply is limited and not spread evenly throughout the City of Ann Arbor.

We believe that you are alienating Adams Outdoor Advertising by allowing digital for local businesses, but prohibiting it for Adams. All businesses contribute to the local economy and should adhere to the same rules and ordinances. By prohibiting digital for off- premises signs, you are unjustly subjecting to limitations that prevent Adams Outdoor Advertising from growing their business and preventing our business to use the new technology to increase our business.

Due to the inconsistencies of the ordinance, we are requesting that the sign ordinance be tabled until the impact of the changes can be addressed.

Sincerely,

A handwritten signature in black ink that reads "Derrick B. Oxender".

Derrick B. Oxender
CEO

Victory Lane Quick Oil Change, Inc.

March 25, 2013

City Hall Council Chamber
Guy C. Larcom, Jr. Municipal Building
301 E. Huron Street.
Ann Arbor, MI

Dear Ann Arbor City Council and Mayor:

I would like to place on record my sincere appreciation and support for Adams Outdoor Advertising and its business performance in the Ann Arbor market, specifically in the city of Ann Arbor.

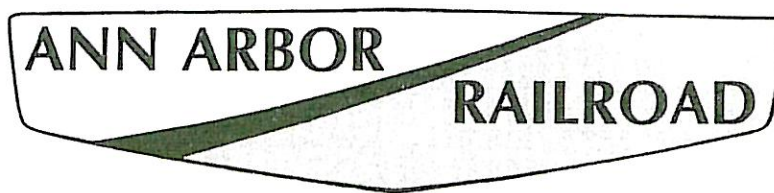
Adams Outdoor is a tenant on property I own located on 205 N. Main St. For 21 years, I have always found Adams to be a company with integrity. It is very rare these days to find such high standards of sincerity and trust-worthiness in the world of business today. It is fortunate for us to have found a great business partner that is very professional, efficient, and true to its word. All agreements have been followed to the word and done promptly.

They provide service to MANY locally owned businesses that build and help sustain a vibrant town center, linking neighbors and contributing to local causes. I am eager that Adams Outdoor not only be allowed to survive, but also be encouraged to develop its assets.

Anything you and your fellow City Council members can do to promote Adams Outdoor via pro-active ordinances and equitable treatment would be greatly appreciated.

Very sincerely yours,





March 27, 2013

Ann Arbor City Hall Council Chamber
Guy C. Larcom, Jr. Municipal Building
301 E. Huron Street.
Ann Arbor, MI

Dear City of Ann Arbor Mayor Hieftje and City Council:

This letter is sent in objection to the proposed sign ordinance changes and in support of Adams Outdoor Advertising and the services they provide to many local businesses and non-profit organizations in the Ann Arbor Area.

We have been fortunate for many years to have a positive reciprocal relationship with Adams Outdoor Advertising. We have substantial holdings in the City of Ann Arbor, and as a business partner of ours, Adams has been very professional, efficient, and true to its word.

By prohibiting billboards, and the use of digital for off-premise signs, you are unjustly subjecting to limitations that prevent growth, not only for Adams Outdoor Advertising, but also for many local businesses and non-profit organizations that use their service.

I strongly encourage the City of Ann Arbor to consider the hardships they could impose on Adams Outdoor Advertising, their employees and their families by restricting their ability to grow as a local business in the Ann Arbor Market. They have been extremely helpful in assisting development of local businesses as well as increasing proceeds for many non-profit organizations with their billboard assets. Small businesses and non-profit organizations need community support and assistance to survive.

We value our relationship with our partners at Adams Outdoor and do not support the proposed amendments to the Sign Ordinance.

Thank you for your consideration.

Sincerely,

John Chlipala,
Chief Engineer



DEXTER
ORTHODONTICS

*Specialists
in Orthodontics
for Children
& Adults*

March 29, 2013

City Hall Council Chamber
Guy C. Larcom, Jr. Municipal Building
301 E. Huron Street.
Ann Arbor, MI

Subject: Revisions to the sign ordinance

Dear Mayor Hieftje and members of the Ann Arbor City Council:

I am writing in response to the proposed changes to the sign ordinance that I just found out about. We have recently expanded our marketing efforts in now encompass using billboard advertising. The positive effects of billboard marketing have been tremendous for our company. Even last January, for example, we had the largest single grossing month in our companies 15 year history and, in part, was due to the billboard campaign. So we are strongly against to the proposed City of Ann Arbor's sign ordinances change.

Further more, we are opposed to any change in an ordinance that would prevent any other business from growing and expanding their footprint in the City of Ann Arbor and surrounding areas. Most cities encourage growth of local business whereas this change in the sign ordinance caps Adams Outdoor Advertising's ability for expansion in the City of Ann Arbor. It just does not make sense.

Please consider our thoughts and facts when voting on the proposed changes. A move like this would have a direct negative impact on our local economy. I would be more than happy to be contacted to answer any of your questions. Please call 734-426-5220.

Sincerely,

Robert Marshke
Business and Financial Manger

7200 Dan Hoey Rd.
Suite B
Dexter, MI
48130

734.426.5220
734.426.5224 FAX
www.dexterortho.com



Todd M. McWilliams
General Manager
Adams Outdoor Advertising
880 James L Hart Parkway
Ypsilanti, MI 48197

March 28, 2013

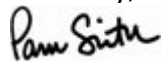
Dear Mr. McWilliams,

The United Way of Washtenaw County appreciates the work Adams Outdoor Advertising provides to local non-profits through their “rectangle campaign” that provides free or low cost billboard advertising to participating agencies.

The United Way of Washtenaw County participated in this program and Adams provided a billboard that helped to generate more than \$10,000 in our tax check-off campaign, while it can’t all be attributed to one billboard, we believe this is a worthwhile and much appreciated endeavor of Adams Outdoor Advertising. When the businesses of Washtenaw County support local non-profits we strengthen the entire community together.

Thanks again to Adams Outdoor Advertising for their continued support and this very important community program.

Sincerely,



Pam Smith
President/CEO





Knights of Columbus

Monsignor Herman J. Fedewa
Assembly No. 2050

March 24, 2013

Kristen Zenz
Adams Outdoor Advertising
880 James L Hart Parkway
Ypsilanti, MI 48197
734.327.8999

Dear Kristen,

On behalf of the Knights of Columbus, Monsignor Herman J. Fedewa, Assembly no. 2050, I would like to express our sincerest appreciation with Adams Outdoor Advertising. The Knights of Columbus across United States every year participate in a campaign to focus on the real reason for the Christmas season and that is to ***Keep Christ in Christmas***. In our foot print alone, partnered with our Lansing District, the Knights of Columbus have successfully placed 30 postings in the Jackson/Lansing and now Brighton area. We could not have accomplished this had it not been for the support of Adams outdoor Advertising.

We view this campaign as a very worthy campaign and have received many comments from friends and acquaintances on the positive impact this advertisement has done for them as they journey on the various Michigan roadways and view our postings. To sum it up the many comments, this message must be said as it is truly most fitting.

I would like to thank you for your support and I look forward to working with you and your team in future Christmas seasons.

Sincerely,

Thomas J. Mac Ritchie
Knight of Columbus
Fourth Degree
Monsignor Herman J. Fedewa
734-637-7699



adams

KNIGHTS OF COLUMBUS





Executive Director: Ellen J. Clement, MSW, MPH
Medical Director: Kathryn Bondy Fessler, MD, PhD
47 N. Huron Street, Ypsilanti, Michigan 48197
P: (734) 484-3600 F: (734) 484-3100
www.cornerhealth.org

March 21, 2013.

City Hall Council Chamber
Guy C. Larcom, Jr. Municipal Building
301 E. Huron Street.
Ann Arbor, MI

Dear Ann Arbor City Council and Mayor:

I am writing in response to the proposed changes to the sign ordinance.

The Corner Health Center is a local nonprofit agency that provides comprehensive health care, support and education services for youth, ages 12 through 21, regardless of ability to pay. Adams Outdoor Advertising has been very generous to the Corner Health Center. Through its "Look Towards the Rectangle Campaign", Adams Outdoor provided us with free billboard space in Ypsilanti, the home of the Corner Health Center. We have had three billboards in each of two years, in 2011/12 and 2012/13. The billboards have allowed us to raise community members' awareness of the Corner and our services. Billboards reach our clients and potential clients as they are driving on the surface roads in Ypsilanti or walking in the area.

The Corner is very grateful to Adams contribution to us and other non-profits. Without Adams' generosity we would not have been able to promote our services in this way. Our budget is limited and we cannot afford this kind of expenditure. We have been very pleased with our relationship with Adams Outdoor Advertising. They have been supportive, helpful and a tremendous resource.

Sincerely,

Eleanor Anasar
Education Director



adams

CORNER HEALTH CENTER





March 18, 2013

Re: Adams Outdoor Advertising

To Whom It May Concern:

I am writing in support of Adams Outdoor Advertising, and their Rectangle Campaign 'Public Service Announcement' program from which our project has benefitted. The 'Points of Light' project is a non-profit organization that works to ensure optimal oral health for infants, Head Start children and Children with Special Health Care Needs, (CSHCN) by connecting children with dentists, (points-of-light.org). We develop networks of dentists within communities willing to accept these children as patients. Making parents aware of our resources is paramount to improving outcomes at the community level and Adams Outdoor Advertising has been instrumental in this regards.

Mr. Todd McWilliams and Ms. Kristen Zenz of Adams Outdoor Advertising have worked closely with members of our board of directors to design and implement an effective ad campaign. As a result of their collective efforts and an investment of no more than material costs our project has been able to reach out to countless families that would have been otherwise unaware of our existence.

Adams Outdoor Advertising and their PSA program (the Rectangle Campaign) represents the exemplary standard to which all local businesses should strive. They should be commended for their efforts and provided continued support within the municipalities they serve. If I can provide any further assistance or answer any questions, feel free to contact me directly at my office: 810 227 9015.

Respectfully submitted,

Kevin J. Hale, DDS, FAAPD
Executive Director, Points of Light project





Phone: (973)992-7311 • Fax: (973)597-0241 • 26 Eastmans Road • Parsippany, NJ 07054

March 19th, 2013

Adams Outdoor Advertising
880 James L Hart Parkway
Ypsilanti, MI 48197

Dear Kristen,

I wanted to let you know what a pleasure it was working with Nathan Zander and your team at Adams Outdoor. The dedication and willingness to help military veterans made Adams Outdoor the perfect companion for MilitaryVetJobs.com. Your team went above and beyond what was asked of them to help us with our veteran campaign.

My team and I were very pleased about how diligent the Adams team was when it came to all aspects of this campaign. From the spaces being secured in the different markets to the actual billboards being unveiled, the amount of time it took was minimal and the billboards couldn't have looked any better.

With the help of Adams Outdoor, we were able to reach military veterans on not only a local level but a national one as well. We were able to attract veteran candidates and employers alike. Our mission was to help connect veterans with employers looking to hire them and Adams helped make that a success.

I would gladly recommend Adams Outdoor to anyone who was looking to create an outdoor media strategy. They are knowledgeable, helpful and reliable when it comes to outdoor media. I will be sure to use them in my next outdoor campaign.

Thanks again,

Christopher Kerney
Public Relations & Branding Manager
MilitaryVetJobs.com



adams

MILITARYVETJOBS.COM



800.272.3900
Helpline

www.alz.org/mglc

Michigan Great Lakes Chapter
310 N. Main Street, Suite 100
Chelsea, MI 48118

734.475.7043 p
734.475.7089 f

Capital Area Region
5303 S. Cedar St., Building 1
Lansing, MI 48911

517.999.3004 p
517.999.3358 f

South West Region
350 E. Michigan Ave., Ste. 20
Kalamazoo, MI 49007

269.342.1482 p
269.488.3622 f

West Shore Region
1740 Village Drive, Suite 336
Muskegon, MI 49444

231.780.1922 p
231.780.1494 f

alzheimer's association®

Date: 20 Mar 2013

To: Ann Arbor City Council

The Alzheimer's Association, Michigan Great Lakes Chapter originally developed a relationship with Adams Outdoors by utilizing their rectangle campaign in placing two billboard posters in Ann Arbor in 2011. Because of the success of this campaign, our chapter chose to maintain its presence in Ann Arbor, while entering the Kalamazoo and Lansing markets last summer for additional community outreach.

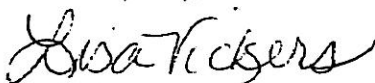
As you may not know, the Alzheimer's Association Walk to End Alzheimer's® is the nation's largest event to raise awareness and funds for Alzheimer's care, support and research. Held annually in more than 600 communities nationwide (25 walks in Michigan including Ann Arbor), this inspiring event calls on participants of all ages and abilities to reclaim the future for millions. Together, we can end Alzheimer's disease, the nation's sixth-leading cause of death.

We have recognized the benefit of utilizing billboard posters as a key component of our marketing strategy. Our walks are the chapter's largest revenue stream, so it is very important that we choose to spend our dollars wisely in promoting our walks by targeting our champion market. The two billboard posters displayed in the Ann Arbor area last year generated almost 797,000 media impressions... resulting in raising awareness about the Walk to End Alzheimer's as well as Alzheimer's disease in general.

We would support the effort of Adams Outdoors in maintaining the placement of billboard posters in the Ann Arbor area. Adams has proven to be a solid citizen in the community with their involvement and public service sponsorship for a number of non-profit organizations (including the Alzheimer's Association). We value our relationship with our partners at Adams, and we plan on continuing to utilize their outreach opportunities in promoting our 2013 walks.

Thank you for your consideration.

Yours very truly,



Lisa Vickers
Communications Director
e: lvickers@alz.org
p: 517.999.3336

Our vision is a world without Alzheimer's



the compassion to care. the leadership to conquer®



adams

ALZHEIMER'S ASSOCIATION

JOIN US

**WALK TO
END
ALZHEIMER'S**

alzheimer's association™

ANN ARBOR alz.org/walk 800 272 3900

Look
to the
Rectangle



ADAMS OUTDOOR ADVERTISING

ADAMS

20068

March 29, 2013

Todd McWilliams and Mitchell Gasche
Adams Outdoor Advertising
880 James L Hart Parkway
Ypsilanti, MI 48197

Dear Todd and Mitchell,

I do believe Adams Outdoor put me the closest I will ever come to being a rock star. I was stunned by what kind of aura can be generated by having an image of one's work (and name) on a billboard. I never imagined. Shannon Flowerday did a fabulous job of designing the billboard. Her selection of image and placement in the billboard frame was absolutely perfect, as the original image was based on a 17th century celestial map (map of constellations in the sky). Without knowing any of that, she GOT IT.

Your Art in the Sky project was an extraordinary opportunity for me. I hope it can happen more often and for more artists.

Best,
Jim Cogswell





RIDE FOR THE CURE[®]

www.komenmidmichigan.org



REGISTER TODAY!

517.886.4901

Look to the Rectangle



Adams Outdoor Advertising

Ride for the Cure








OPENING DOORS TO HOMEOWNERSHIP

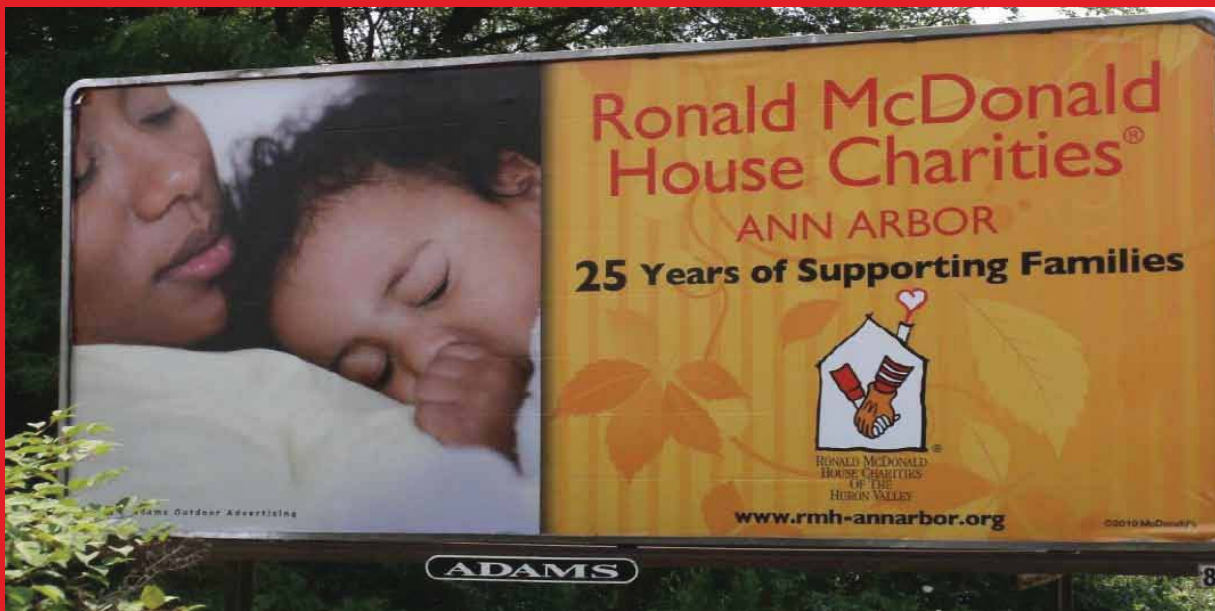
Look to the Rectangle



Adams Outdoor Advertising

Community Alliance





Ronald McDonald House



Washtenaw County United Way



Dan Hall's

PINCKNEY



DODGE

Jeep



1295 E. M36, POB 109, Pinckney, MI 48169

734-878-3154 Fax-734-878-5659

Pinckneychrysler.com

March 29, 2013

As a local business in the community, Pinckney Chrysler Dodge Jeep Ram utilizes several different avenues to grow and reach out to the community. Billboard use is a major component to our advertising budget. Having the ability to reach and deliver a message to a large demographic is a key component when considering where to spend our advertising dollars. Local billboards placed in a high traffic area are the perfect avenue to this challenge.

Pinckney Chrysler Dodge Jeep Ram would not support any changes to a sign ordinance that would restrict a local business' ability to expand and grow. In the ever challenging era of big-box retailers vs. independent business, local community stores should be supported and not be restricted from being competitive. We would not support any changes that would give this effect to any local business.

Sincerely,

A handwritten signature in cursive script that reads "Daniel J Hall".

Daniel J Hall
President