

RESOLUTION NO. 14-055

A RESOLUTION AUTHORIZING THE CITY OF PORT ARTHUR SECTION 4A ECONOMIC DEVELOPMENT CORPORATION TO CONTINUE THE BILLBOARD ADVERTISEMENT IN THE HOUSTON MARKET FOR SIX (6) ADDITIONAL FOUR (4) WEEK PERIODS USING CORNERSTONE ADVERTISING & DESIGN OF BEAUMONT, TEXAS FOR AGENCY FEES FOR BILLBOARD RESEARCH, PREPARATION OF CONTRACT AND MONITORING OF THE BILLBOARD DURING RENTAL PERIOD IN AN AMOUNT NOT TO EXCEED \$2,329.80

WHEREAS, the City of Port Arthur Section 4A Economic Development Corporation (the "PAEDC") desires to continue to advertise Port Arthur as a place to do business in the Houston Market; and

WHEREAS, at its regular Board meeting on January 14, 2014, the PAEDC Board of Directors voted to continue advertisement in the Houston Market; and

WHEREAS, through Cornerstone Advertising and Design, Cornerstone Advertising and Design will locate a billboard in a high traffic area in the Houston Market which attracts 526,505 people weekly as shown in **Exhibit "B"**; and

WHEREAS, the cost to continue the billboard advertisement in the Houston Market for six (6) additional four (4) week periods using Cornerstone Advertising & Design of Beaumont, Texas for agency fees for billboard research, preparation of contract and monitoring of the billboard during rental period is \$2,329.80, see **Exhibit "A"**.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF PORT ARTHUR, TEXAS:

Section 1. That the facts and opinions in the preamble are true and correct.

Section 2. That the City Council approves PAEDC to continue advertising in the Houston Market with a billboard advertisement and approved PAEDC using Cornerstone

Advertising & Design for six (6) additional four (4) week periods for agency fees for billboard research, preparation of contract and monitoring of the billboard during rental period in an amount not to exceed \$2,329.80, as shown in **Exhibit "A"**.

Section 3. That a copy of the caption of this Resolution be spread upon the Minutes of the City Council.

READ, ADOPTED AND APPROVED on this 27th day of Feb A.D., 2014, at a Meeting of the City Council of the City of Port Arthur, Texas, by the following vote:

AYES:

Mayor: Mayor Pro Tem Williamson
Councilmembers Scott, Albright, Troy and Lewis

NOES: Mayor Prince and Councilmember Freeman

Deloris Prince
Deloris "Bobbie" Prince, Mayor

ATTEST:

Sherri Bellard
Sherri Bellard, City Secretary

APPROVED:




Floyd Batiste, PAEDC CEO

APPROVED AS TO FORM:



Guy N. Goodson, PAEDC Attorney

APPROVED AS TO FORM:



Valecia R. Tizen, City Attorney

APPROVED AS TO AVAILABILITY OF FUNDS:



Deborah Echols, Director of Finance

EXHIBIT “A”

INVOICE

Cornerstone Advertising & Design
 1640 N. Major Dr., Beaumont, TX 77713
 409-866-4804

DATE: 1/27/14
 INVOICE: 0114110

TO CITY OF PORT ARTHUR ECONOMIC DEVELOPMENT
 Attn: Floyd Batiste
 P. O. BOX 1089
 PORT ARTHUR, TX 77641

ACCOUNT MANAGER	MONTH	PAYMENT TERMS	DUE DATE
SUSIE FONTENOT	JANUARY	DUE UPON RECEIPT	

MEDIA	DESCRIPTION/JOB NUMBER	INVOICE #	TOTAL
	RENTAL COMMISSION FOR CBS OUTDOOR BILLBOARD CONTRACT# 1583826		2,329.80
TOTAL			2,329.80

Thank you for your business!

EXHIBIT “B”



Port Arthur EDC

CBS Outdoor
See available dates below - 24 Weeks

Map #	Media	Period	Inventory #	Location Description	Copy Size	IMP 18+ Weekly	Gross cost per 4 weeks	Current Copy	Available Date	D.E.C.
Houston, TX - General Coverage										
7	Bulletins	4 Week	02 17100	S. Loop 610 & Broadway N/S F/E	14'x48'	526,505	\$2,589.00	Steve Lee Rotary	3-Feb	113.00*

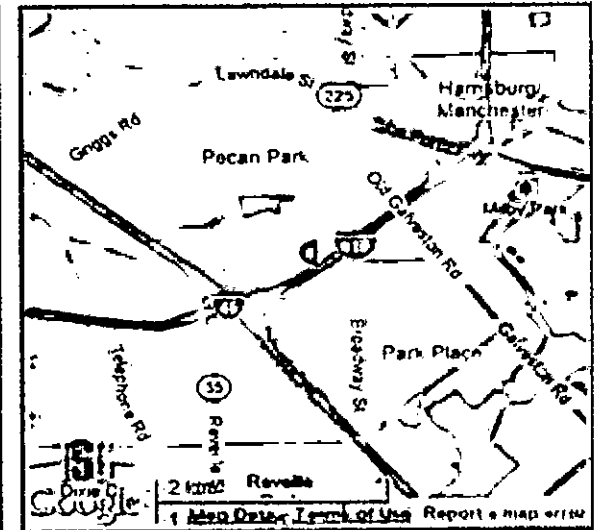
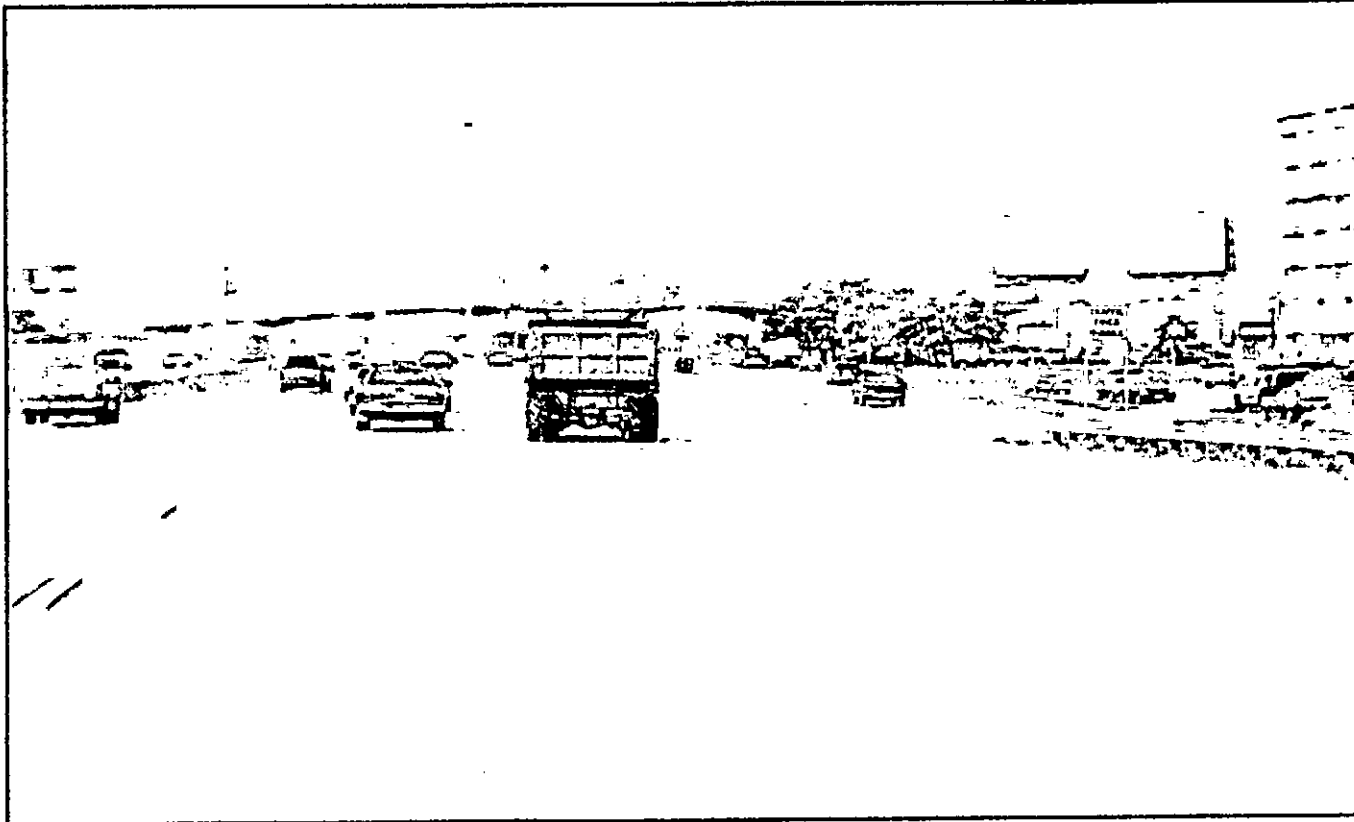
This proposal does not secure space.
Space can only be secured with a written contract.
All space is subject to prior sale.
All contracts non-cancelable
Production excluded unless otherwise indicated
Extension fabrication and installation is
calculated at \$32.00 net per square foot, if applicable
State of TX requires tax of 8.25% on all non space billing

* The IMP / D.E.C. value has been updated on a TAB flash report
and is not reflected on www.eyersonratings.com

Proposal #: 1583826
12/30/13

HOUSTON - Southeast

#02_1710



NOTES:

Production Material: Black Backed Vinyl
This location is illuminated.
Latitude: 29.700243 Longitude: -95.282197

S. Loop 610 & Broadway N/S / Facing E - 14'x48' Adults 18+ Weekly Impressions: 526,505

The South Loop 610 extends from SW Frwy (59) to East Loop and Hwy 225. Located along the S Loop are the Reliant Stadium/Center, hotels, auto dealers and light industry. S Loop is a major artery to Hobby airport and is a heavily traveled commuter route.

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TAB Out of Home
Ratings

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in Port Arthur

www.paedc.org :: 409.963.0579

