

Agenda Item Report



Winnebago County
The Wave of the Future

DATE: October 10, 2023
FROM: Adam Breest, Parks Director
RE: Sunnyview Exposition Center Sign Replacement

General Description:

The county marquee sign on Jackson St/ Hwy 76 is no longer function. The county has a firm who would like to erect a sign, which would sell advertising.

Requested Action:

The Parks and Recreation Committee recommends authorizing county administration to negotiate and enter into a ten-year agreement with Wisconsin Sign Company, LLC, for the purpose of installing a new multi-media sign on the Sunnyview Exposition Center.

Procedural Steps:

Parks and Recreation Committee
Action taken: APPROVED
County Board

Meeting date: 8/8/23
Vote: 4-0
Meeting date: 10/17/23

Background:

In 2022, the Winnebago County Executive's Office was approached by a company that was interested in leasing land for the purpose of erecting a sign on County property. Staff recommended proposing the possibility of replacing the current Sunnyview Exposition marquee sign along Jackson Street.

Wisconsin Sign Company LLC has proposed erecting a new sign on County Property. Wisconsin Sign Company LLC will pay monthly rent and utilities. This will be another revenue source for the Parks Department while also replacing our current sign that no longer functions properly and is beginning to rust. Winnebago County would be given advertising time on the sign as well.

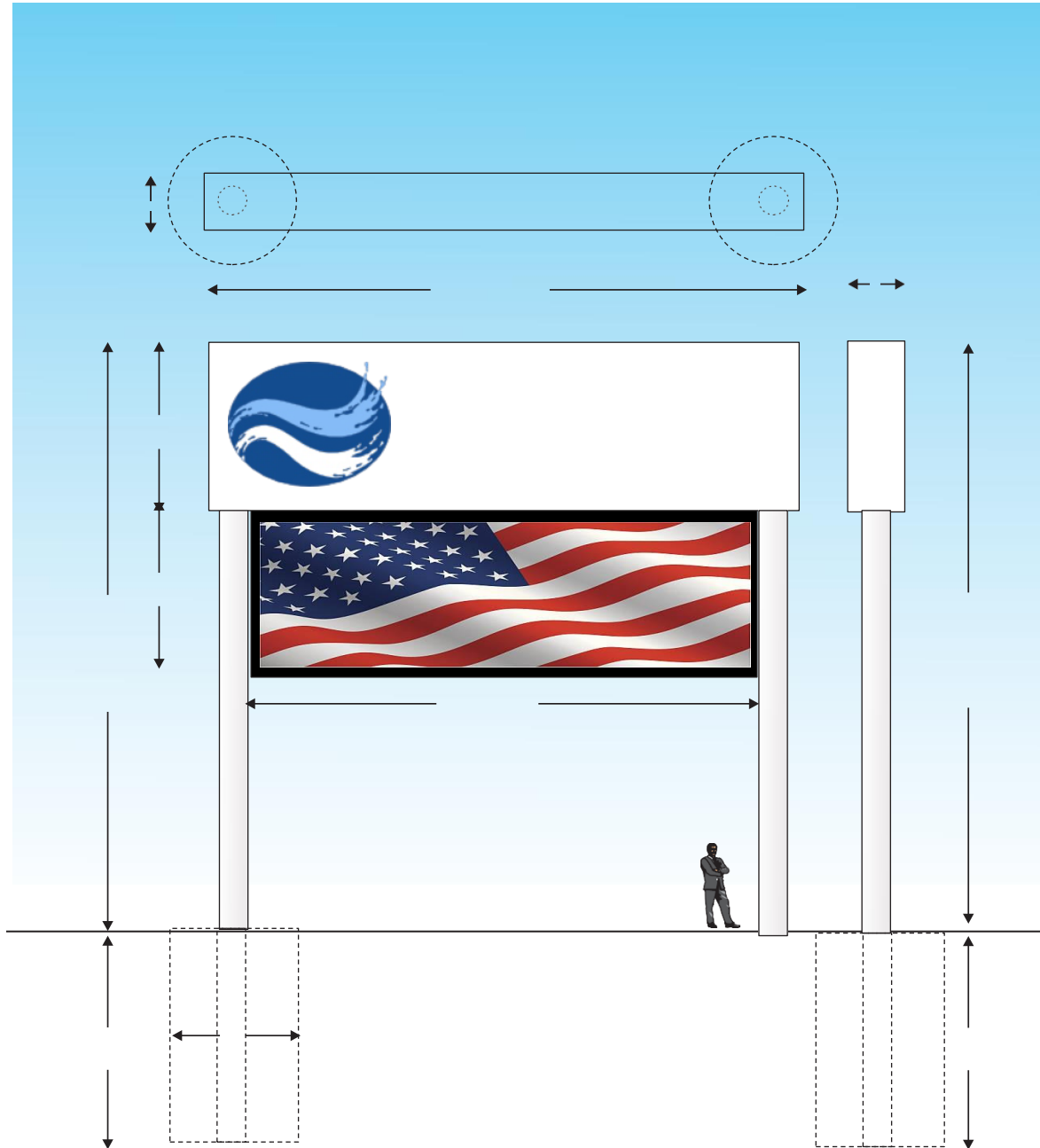
A new sign would cost the county over \$100,000. Under this proposal, the county would remove the sign and not be responsible for the construction or maintenance of the new sign, while being able to hold the company accountable to ensure a properly functioning sign. The current sign has not worked properly for years and provides no revenue.

The resolution requires the following provisions to the agreement:

1. The Town of Oshkosh issues a conditional use permit for the sign.
2. Wisconsin Sign Company, LLC, pays for all utilities.
3. After removal of the existing sign, Winnebago County bears no responsibility for the installation or maintenance of the new multi-media sign.
4. Advertisements on the sign are appropriate for display on Winnebago County property, follow all Winnebago County rules and regulations, and are reviewable by the County Executive or designee.

5. No less than ten percent (10%) of the advertising time is available to Winnebago County free of charge.

Proposed Sign Design:



Attachments:

- Resolution
- Marquee Sign Draft Design
- MOA Document