

1 271-102023

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3 **RESOLUTION: Authority to Execute an Agreement with Wisconsin Sign Company, LLC, for the**  
4 **Purpose of Installing a New Marquee Sign on Sunnyview Exposition Property**  
5 **following Removal of the Existing Marquee Sign by Winnebago County**  
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8 **TO THE WINNEBAGO COUNTY BOARD OF SUPERVISORS:**

9 **WHEREAS**, along Jackson Street, the Sunnyview Exposition Center has a yellow sign with an electronic  
10 marquee, which was installed over three decades ago and is no longer operational, efficient, or effective; and

11 **WHEREAS**, Winnebago County has been approached by a community sign company, Wisconsin Sign  
12 Company, LLC, for the purpose of removing the existing sign and installing a new Sunnyview Exposition Sign and LED  
13 video board at minimal cost to the county; and

14 **WHEREAS**, should Winnebago County choose to own and operate a new sign, the estimated cost is between  
15 \$150,000 and \$250,000; and

16 **WHEREAS**, Wisconsin Sign is proposing to own the sign through an agreement while Winnebago County  
17 would receive payments to cover rent and utilities from Wisconsin Sign and up to 10% of the advertisement space on  
18 the new video board; and

19 **WHEREAS**, Wisconsin Sign will be required to pay for the installation of the new multi-media sign and sell  
20 advertising space on the new marquee sign.

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22 **NOW, THEREFORE, BE IT RESOLVED** by the Winnebago County Board of Supervisors that it authorizes  
23 Winnebago County administration to negotiate and enter into a ten-year agreement with Wisconsin Sign Company,  
24 LLC, for the purpose of installing a new multi-media sign on the Sunnyview Exposition Center property after the removal  
25 of the existing marquee sign by Winnebago County provided the following provisions are included in the agreement:

- 26 1) the Town of Oshkosh issues a conditional use permit for the sign;  
27 2) Wisconsin Sign Company, LLC, pays for all utilities;  
28 3) After removal of the existing sign, Winnebago County bears no responsibility for the installation or maintenance  
29 of the new multi-media sign;  
30 4) Advertisements on the sign are appropriate for display on Winnebago County property, follow all Winnebago  
31 County rules and regulations, and are reviewable by the County Executive or designee;  
32 5) No less than ten percent (10%) of the advertising time is available to Winnebago County free of charge.

33 **BE IT FURTHER RESOLVED** that the agreement may be extended for an additional ten-year period with approval  
34 of the Parks and Recreation Committee.

35 *Fiscal Impact: There will be some minor costs for removing the existing marquee sign. Staff estimate this amount to*  
36 *be no more than \$5,000 and will be covered by the Parks Department operational budget. It is estimated that rent will*  
37 *be between \$4,000 and \$6,000 annually. Rent will be added to the park's revenue similar to any other event lease.*

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39 Respectfully submitted by:

40 **PARKS AND RECREATION COMMITTEE**

41 Committee Vote: **4-0**

42 Vote Required for Passage: **Majority of Members Present**

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44 Approved by the Winnebago County Executive this \_\_\_\_ day of \_\_\_\_\_, 2023.

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Jonathan D. Doemel  
Winnebago County Executive