

## State of the Art Digital LED Info Center



PALMETTO, FL. –Florida cities, military bases and government entities stand to earn about \$200 million over 20 years under Impact Local Florida’s digital billboard advertising plan, which it kicked off this week by announcing the first of 152 planned public/private partnerships.

Impact Local Florida (ILF) is starting its digital billboard advertising program with the City of Palmetto. The city is projected to earn at least \$1.5 million through 2035 through the partnership, which begins in January. Two digital billboards will go up in the city along U.S. 41 at locations that used to house less profitable traditional billboards.

“We’re so excited to bring another sustainable revenue stream to the city of Palmetto,” said Palmetto Mayor Shirley Groover Bryant. “Creative partnerships like this help us offer a higher level of service for our Palmetto residents.”

The income ILF will generate for Palmetto over the next 20 years is about 30 to 40 times greater than what the city had been earning from the same locations through traditional billboards.

ILF expects to confirm another nine contracts in Manatee and Hillsborough counties within the next year and aims to pin down about 30 locations throughout all of Central and Southwest Florida. Eventually, ILF aspires to reach contracts with 152 entities throughout Florida.

“The ILF business model is an extension of eight digital signage projects previously completed in four Georgia counties by Impact Local Marketing Group” states Chris Burns, managing partner of ILF. “We’ve had a chance to see the great response digital signage creates in the communities where they are located while witnessing first- hand how effective public-private partnerships can be.”

The 20 year partnerships provide cities, school districts, military bases and other government entities with discretionary revenue to better serve their communities.

“School districts and municipalities are under such financial pressure,” said Gregg Anderson, one of ILF’s two co-founders. “So it’s good to offer them a long-term, steady stream of revenue that can be used as the city and its residents choose.”

Anderson comes to Impact Local Florida with 30 years of experience creating and building businesses that specialize in marketing. Burns founded Impact Local Marketing Group in 2004.

Overall, the digital billboard advertising industry offers an attractive alternative to traditional billboard advertising because digital billboards can showcase several businesses on a rotating basis. The billboards can also be remotely programmed and tracked using ILF’s proprietary online management system.

In addition, traditional billboards in Florida currently have waiting period of six weeks to three months.

“The static billboard industry is an artifact of the 20<sup>th</sup> century, while digital billboards are cutting-edge,” said Anderson. “We’re bringing innovative thinking to the \$7 billion ‘out-of-home’ advertising industry while also bringing benefits to not only advertisers, but our local communities.”

For more information visit [www.ImpactLocalFL.com](http://www.ImpactLocalFL.com) or call 941-932-8256 E: [info@ImpactLocalFL.com](mailto:info@ImpactLocalFL.com)