

July 31, 2018

Councilmember Rebecca Noecker
15 Kellogg Boulevard West
310-B City Hall
St. Paul, MN 55102

RE: Sign Ordinance Change / Public Service Announcements
Treasure Island Center

Councilmember Noecker,

Thank you for the meeting last week to discuss the benefits of enhanced digital signage at Treasure Island Center. We believe vibrant, modern signage will be a true asset to this significant redevelopment project in the heart of downtown Saint Paul.

Digital signage will help us bring awareness to Equity on Ice, a key community outreach program designed to bring equity to TRIA Rink and Treasure Island Center. As mentioned, we are currently in negotiations with the Saint Paul Police Athletic League, Friends of Saint Paul Hockey, Brownbody, and DinoMights to provide on-site office space, free ice time, physical fitness training and tutoring/mentoring spaces.

You asked for a clear definition of how the public-sector, including district councils and nonprofit organizations, would benefit from the digital sign rotation. We do not have a contract with a digital sign vendor at this time but have included examples of public service announcements placed in Ramsey County and the City of Minneapolis.

We believe the market for this type of content is five hours per month, combined, at no charge. If the ordinance change for Treasure Island Center is granted, we intend to share a portion of these hours with nonprofit organizations (including those tied to Equity on Ice), district councils, the City and other community partners.

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Control of these hours will rest with the landlord. The process to allocate hours has yet to be determined but will include the vetting of requests through the Saint Paul Port Authority's Social Equity Team.

In summary, we believe digital signage at Treasure Island Center will provide a unique opportunity to communicate with people walking by both day and night. Advertising opportunities will drive people to events taking place at TRIA Rink and Treasure Island Center. They will also drive traffic to nearby attractions including the Palace Theatre, Park Square Theatre, Fitzgerald Theatre, History Theatre and the Ordway Center for Performing Arts.

I am hopeful you will be able to aid us in establishing this ordinance change and take the next step in transforming our downtown into an energetic place to live, work and play.

Sincerely,



Lee Krueger
President

cc: Councilmember Dai Thao

Attachment



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