



**CITY OF NORCO  
ECONOMIC DEVELOPMENT ADVISORY COUNCIL  
REGULAR MEETING AGENDA**

**Tuesday, January 24, 2017  
City Hall – Conference Rooms A & B, 2870 Clark Avenue, Norco, CA 92860**

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- CALL TO ORDER:** 8:15 a.m.
- OATH OF OFFICE:** Antonio Barreto, Ashley Etchison, Chris Muller
- ROLL CALL:** Brad Renfree, Chair  
Scott da Rosa, Vice Chair  
Antonio Barreto, Member  
Michael Bell, Member  
Diane Collins, Member  
Ashley Etchison, Member  
Vicki Leonard, Member  
Patrick Malone, Member  
Gabriel Martin, Member  
Chris Muller, Member  
Bill Schwab, Member

**PLEDGE OF ALLEGIANCE:** Chair Brad Renfree

**1. APPROVAL OF MINUTES:**

A. EDAC Regular Meeting Minutes of October 25, 2016. **Recommended Action: Approve the EDAC regular meeting minutes.** (*Management Analyst*)

2. **PUBLIC COMMENTS:** *This is the time when persons in the audience wishing to address the Economic Development Advisory Council regarding matters not on the agenda may speak. Please complete a speaker card and present it to the Meeting Clerk so that you may be recognized.*

**3. DISCUSSION / ACTION ITEMS:**

A. Revised Policies & Procedures Manual for Sixth Street Gateway Sign (*Economic Development Consultant*)

*At its meeting of July 15, 2015, City Council adopted a comprehensive set of policies and procedures developed by EDAC, designed to emphasize fair and equitable practices while ensuring financial sustainability for the sign. After reviewing the operational and financial performance of the sign, revisions to the Policies & Procedures Manual are proposed to ensure continued success.*

**Recommended Action: Adopt the revised Sixth Street Gateway Sign Policies & Procedures Manual and forward to City Council with a recommendation for adoption.**

# Economic Development Advisory Council Regular Meeting Agenda

Page 2

January 24, 2017

B. Verbal Discussion on Potential EDAC Projects that Align with the City's Strategic Plan

## 4. EDAC / STAFF COMMUNICATIONS

A. City Manager Update

B. Economic Development Update

C. EDAC Member Announcements

D. Request for Items on Future Agendas (within the purview of the EDAC)

E. Next Regular Meeting Scheduled: February 28, 2017

## **ADJOURNMENT**

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In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the City Clerk's office (951) 270-5623. Notification 48 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting. (28 CFR 35.102-35.104 ADA Title II).

Staff reports are on file in the Economic Development Department. Any writings or documents provided to a majority of the Economic Development Advisory Council regarding any item on this agenda will be available for public inspection at the City Clerk's counter in City Hall located at 2870 Clark Avenue. The meeting is recorded.



**CITY OF NORCO  
ECONOMIC DEVELOPMENT ADVISORY COUNCIL  
REGULAR MEETING MINUTES**

**Tuesday, October 25, 2016  
City Hall – Conference Rooms A & B, 2870 Clark Avenue, Norco, CA 92860**

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**CALL TO ORDER:** 8:15 a.m.

**ROLL CALL:**

**Present:** Brad Renfree, Chair  
Scott da Rosa, Vice Chair  
Diane Collins, NACC/EDAC Member  
Ted Hoffman, Council Member/EDAC Member  
Patrick Malone, EDAC Member  
Gabriel Martin, EDAC Member  
Bill Schwab, EDAC Member

**Absent:** Kevin Bash, Mayor/EDAC Member  
Michael Bell, EDAC Member  
Vicki Leonard, EDAC Member

**PLEDGE OF ALLEGIANCE:** Member Patrick Malone

Chair Renfree presented a Certificate of Appreciation to Mayor Bash and Council Member Hoffman for their service on EDAC.

1. PUBLIC COMMENTS: NONE

2. APPROVAL OF MINUTES:

A. EDAC Regular Meeting Minutes of September 27, 2016

**M/S MALONE/DA ROSA to approve the regular meeting minutes of September 27, 2016, as presented. The motion was carried by the following roll call vote:**

**AYES: DA ROSA, HOFFMAN, MALONE, MARTIN, RENFREE, SCHWAB**

**NOES: NONE**

**ABSENT: BASH, BELL, LEONARD**

**ABSTAIN: COLLINS**

**ITEM 4 WAS HEARD OUT OF ORDER.**

3. EDAC STRUCTURE, DIRECTION AND GOALS PRESENTATION (*Chair Renfree*)

Chair Renfree presented a new structure for EDAC. He explained that new project ideas should align with and support the City's Strategic Plan. The proposed structure focused on strategic and tactical projects, replaced the concept of subcommittees with work groups, and included a flowchart that all projects/work groups are expected to follow. Chair Renfree urged members to read the City's Strategic Plan in order to discuss potential project ideas at the January meeting.

October 25, 2016

**M/S SCHWAB/COLLINS to approve the proposed EDAC Structure, Direction and Goals.**

**The motion was carried by the following roll call vote:**

**AYES: COLLINS, DA ROSA, HOFFMAN, MALONE, MARTIN, RENFREE, SCHWAB**

**NOES: NONE**

**ABSENT: BASH, BELL, LEONARD**

**ABSTAIN: NONE**

**4. VOLUNTEER CREDIT PRESENTATION (*Parks, Recreation and Community Services*)**

Parks and Recreation Volunteer Coordinator Kristen Estrada presented information on the City's Volunteer Program and explained that EDAC members need to sign up as volunteers in order to receive liability coverage.

**5. DISCUSSION / ACTION ITEMS:**

**A. Business Appreciation Initiative Nominee Selection**

**M/S MALONE/SCHWAB to approve the recommendation of SilverLakes and Act One Construction as the top two nominees to receive the Business Appreciation Initiative on November 16, 2016. The motion was carried by the following roll call vote:**

**AYES: COLLINS, DA ROSA, HOFFMAN, MALONE, MARTIN, RENFREE, SCHWAB**

**NOES: NONE**

**ABSENT: BASH, BELL, LEONARD**

**ABSTAIN: NONE**

**M/S MALONE/MARTIN to approve the recommendation of Act One Construction and Hemborg Ford as the top two nominees to receive the Business Appreciation Initiative on December 21, 2016. The motion was carried by the following roll call vote:**

**AYES: COLLINS, DA ROSA, HOFFMAN, MALONE, MARTIN, RENFREE, SCHWAB**

**NOES: NONE**

**ABSENT: BASH, BELL, LEONARD**

**ABSTAIN: NONE**

**M/S MALONE/DA ROSA to approve the recommendation of Hemborg Ford and Browning Dodge Chrysler Jeep Ram as the top two nominees to receive the Business Appreciation Initiative on January 18, 2017. The motion was carried by the following roll call vote:**

**AYES: COLLINS, DA ROSA, HOFFMAN, MALONE, MARTIN, RENFREE, SCHWAB**

**NOES: NONE**

**ABSENT: BASH, BELL, LEONARD**

**ABSTAIN: NONE**

**M/S MALONE/HOFFMAN to approve the recommendation of Circle City Roofing and Cowgirl Café as the top two nominees to receive the Business Appreciation Initiative on February 15, 2017. The motion was carried by the following roll call vote:**

**AYES: COLLINS, DA ROSA, HOFFMAN, MALONE, MARTIN, RENFREE, SCHWAB**

**NOES: NONE**

**ABSENT: BASH, BELL, LEONARD**

**ABSTAIN: NONE**

6. ANNUAL SUBCOMMITTEE REPORT:

A. Electronic Sign Subcommittee (*Malone & Schwab*)

Member Malone presented the Sixth Street Electronic Gateway Sign's annual financial report. He reported that the sign is about 75% full and produced over \$76,000 in revenue in its first year of operation.

Council Member Hoffman suggested that Norco-based businesses/organizations receive a discounted pricing structure in order to encourage in-town advertising.

City Manager Okoro agreed that Norco-based businesses should receive a discounted pricing structure. He explained that the City cannot exclude out-of-town advertisers, however in-town advertisers can receive priority on a waitlist. He explained that advertisers should not be required to possess a Norco business license. He also asked that a fee schedule be created to show the different pricing structures based on the longevity of the contract.

Chair Renfree stated that he would like to investigate other ways to market the sign throughout the City. He suggested that Business Appreciation Initiative recipients receive recognition through a City sign advertisement.

Member Collins suggested that incentivized pricing be created to encourage advertisers to purchase longer duration contracts.

7. EDAC / STAFF COMMUNICATIONS

A. Norco Area Chamber of Commerce and Visitors Center Update

Member Collins announced that the Chamber would attend the Inland Empire's Largest Mixer event. She explained that the Chamber would also participate in the Small Business Saturday Passport Program to drive people to visit small businesses in Norco on the Saturday after Thanksgiving.

B. Economic Development Update (*Economic Development Consultant Grody*)

Economic Development Consultant Grody explained that a Request for Proposal (RFP) would be sent to professional market managers soon, in anticipation of a May 2017 Norco Farmers Market kickoff. The Department is also going to investigate hosting a gathering of commercial real estate agents and brokers, where the City can preview its development sites and discuss the attributes of Norco.

C. City Manager Update (*City Manager Okoro*)

City Manager Okoro explained that the FY 2015-16 Financial Report was presented to the City Council, highlighting that the City reached a milestone of generating \$6.5 million in sales tax revenue. He also explained that the water and sewer funds continue to show a decrease in revenue, due to conservation efforts. A Proposition 218 Hearing, regarding a water rate increase, will be held on December 7, 2016. City Manager Okoro complimented the newly approved EDAC structure and suggested that EDAC could potentially assist and advocate for

the proposed revenue measure, which is outlined in the City of Norco 2016 Strategic Plan.

D. EDAC Member Announcements

There were no EDAC member announcements.

E. Request for Items on Future Agendas (within the purview of the EDAC)

Member Martin requested that the EDAC consider inviting a guest speaker from the Riverside County Economic Development Agency to the January EDAC meeting.

**M/S MALONE/SCHWAB to invite a guest speaker from the Riverside County Economic Development Agency to the January EDAC meeting. The motion was carried by the following roll call vote:**

**AYES: COLLINS, DA ROSA, HOFFMAN, MALONE, MARTIN, RENFREE, SCHWAB**

**NOES: NONE**

**ABSENT: BASH, BELL, LEONARD**

**ABSTAIN: NONE**

F. Next Regular Meeting Scheduled: January 24, 2017

Chair Renfree announced that the next regular meeting is scheduled on January 24, 2017.

**ADJOURNMENT**

Chair Renfree adjourned the meeting at 9:41 a.m.

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Kelli Newton, Management Analyst

## **CITY OF NORCO STAFF REPORT**

**TO:** Members of the Economic Development Advisory Council

**FROM:** Roger Grody, Economic Development Consultant

**DATE:** January 24, 2017

**SUBJECT:** Revised Policies & Procedures Manual for Sixth Street Gateway Sign

**RECOMMENDATION:** Adopt the Revised Sixth Street Gateway Sign Policies & Procedures Manual and Forward to City Council with a Recommendation for Adoption.

**SUMMARY:** The Sixth Street Gateway Sign completed its first year of operation in October 2016. The sign, which promotes community events and enhances Horsetown USA as a visitor's destination, has been a popular advertising platform for local businesses and nonprofit organizations. Pursuant to directions from the EDAC, the Sixth Street Gateway Sign Policies & Procedures Manual has been revised for consideration.

**BACKGROUND/ANALYSIS:** At its meeting of July 15, 2015, City Council adopted a comprehensive set of policies and procedures developed by the EDAC, designed to emphasize fair and equitable practices while ensuring financial sustainability for the sign. After reviewing the operational and financial performance of the sign, revisions to the Policies & Procedures Manual are proposed to ensure continued success.

The Gateway Sign has been managed in a very entrepreneurial manner, and during its first year in service, revenues outpaced expenditures by a healthy 2-to-1 margin. The policies were developed with the goal of making the long-term operation of the sign financially sustainable, with advertising revenues covering all costs, including future maintenance and repairs, without relying on additional appropriations.

After a full year of experience in establishing pricing and selling advertisements for the Sixth Street Gateway Sign, staff and the EDAC had an opportunity to evaluate and reconsider some of the original policies and procedures and make appropriate adjustments. The following modifications are being proposed for adoption:

- Consistent with a common practice in the advertising industry, discounts will now be provided for advertisers that book for more than a single month, with the deepest discounts provided for businesses or nonprofits that commit to an entire year.

- Out-of-town businesses and nonprofit organizations are eligible to advertise, but Norco-based businesses and organizations will receive significant discounts, which vary based on the duration of the advertising term.
- If all advertising slots are committed and a waiting list is created, Norco-based entities will receive priority.
- Reflecting an administrative change implemented in October 2016, responsibilities for graphic art production have been transferred from Prismview (f.k.a. YESCO Electronics) to Diana McGrew, the City's advertising salesperson, a move that ensures greater local control while providing moderate cost savings.

No policy revisions were recommended in terms of prohibited messages, which include political or religious content, references to alcohol or tobacco, or any messages deemed inconsistent with community standards.

**RECOMMENDATION:** Adopt the Revised Sixth Street Gateway Sign Policies & Procedures Manual and Forward to City Council with a Recommendation for Adoption.

**FISCAL IMPACT:** None.

**STRATEGIC PLAN IMPACT:** This action supports Strategic Directions #2 Community Outreach, #3 Financial Stability, and #4 Economic Development of the City of Norco 2016 Strategic Plan.

**Attachment:** Revised Sixth Street Gateway Sign Policies & Procedures Manual



**POLICIES  
AND  
PROCEDURES**

**SIXTH STREET  
ELECTRONIC GATEWAY SIGN**

**ECONOMIC DEVELOPMENT ADVISORY COUNCIL**

**PREPARED BY SIGN SUBCOMMITTEE**

**BILL SCHWAB, CHAIR  
ED DIXON  
PATRICK MALONE**

**ADOPTED BY NORCO CITY COUNCIL JULY 15, 2015  
AMENDED AND ADOPTED FEBRUARY 1, 2017**

## Contents

Introduction .....	1
Statement of Purpose.....	1
General Operational Notes.....	1
Eligible Advertisers.....	2
Prohibited Messages.....	3
Programming Issues/Expenses.....	3
Marketing Expenses.....	3
Allocation of Time Slots.....	4
Electrical Expenses.....	4
Pricing .....	4
Summary.....	5
EXHIBIT A.....	6
EXHIBIT B.....	7

## Introduction

This document provides specific guidelines for the use of the electronic advertising capabilities of the City-owned and -operated Sixth Street Gateway Sign, east of Sierra Avenue. These policies and procedures were originally adopted by the Economic Development Advisory Council (EDAC) on June 23, 2015 upon recommendation of EDAC's Sign Subcommittee, and subsequently adopted by the Norco City Council on July 15, 2015. After a year of operational experience, EDAC adopted revisions to these policies and procedures on January 24, 2017, ratified by City Council on February 1, 2017.

## Statement of Purpose

The Sixth Street Gateway Sign is designed to enhance Horsetown USA's sense of place, benefitting both residents and visitors. For the City of Norco and its local nonprofit organizations, the LED electronic display offers a cost-effective means of promoting community programs and events, an attractive alternative to purchasing over-the-street banners.

## Impact

An average of nearly 30,000 vehicles pass on Sixth Street every day. Based on the standard of 1.38 adult passengers per vehicle, established by the Automobile Association of America (AAA), more than 1.25 million viewers will see this sign every month, and approximately 15 million per year. LED sign specialists recommend 3-8 seconds per impression and, for this format, 20-45 "ad slots." Based on anticipated demand and local conditions, the Subcommittee EDAC recommends 30 ad slots with 6-second durations. If all slots are purchased by a different advertiser, it would mean each impression would appear 400 480 times every day, based on 2420-hour operational days. As a result, this electronic LED sign provides a dynamic opportunity to communicate to the public.

## General Operational Notes

- The LED message board will be fully illuminated 24 20 hours per day, from 4:00 a.m. until midnight.
- ~~Messages can be displayed in static mode, scrolling mode or animation mode.~~
- Programming will occur off-site by City staff, Prismview (f.k.a. YESCO Electronics (a division dedicated to this function) or an alternative qualified programming firm, pursuant to direction by City Manager. Currently, Prismview is contracted for programming for a modest fee.
- Pre-programmed messages may be interrupted by public service or public safety announcements (e.g. Amber alerts, emergency announcements)

- Individual messages/**images** (impressions) will be displayed for six (6) seconds per appearance.
- The City of Norco is **financially** responsible for all maintenance, cleaning and upkeep of the sign.
- All message requests shall be submitted on a City application **contract** (~~Exhibit A~~), delivered in-person, by mail or email.
- ~~Applications~~ **Contracts** must be received at least ten (10) working days prior to the requested start date of message or advertisement. **Exceptions are made for public announcements relating to a specific time-sensitive event.**
- All advertisements must run a minimum of fifteen (15) days. **Exceptions are made for public announcements relating to a specific event.**
- The sequence in which messages appear is at the discretion of the City and/or its designated programmer.

### Eligible Advertisers

Use of the sign is available to the following parties:

- **City of Norco**, for City-sponsored events and programs
- **Corona/Norco Unified School District (CNUSD)**, for school events or programs occurring within the City of Norco
- **Nonprofit Organizations**, for events or programs occurring within the City of Norco **or adjoining municipalities/communities**
- **For-Profit Entities**, for generic messages, not simply to sell a product. For example, ~~“Coca-Cola Welcomes You to Horsetown USA” is acceptable; “Enjoy Refreshing Diet Coke” is not.~~ **Eligible businesses are not restricted to those located in, or conducting business in, the City of Norco.**
- **Local, State & Federal Public Safety Agencies**, for public service/public safety alerts only
- **Nonprofit organizations and for-profit businesses located in the City of Norco receive discounted advertising rates. If all advertising slots are full and a waiting list is established, Norco-based nonprofits and businesses receive priority.**

## Prohibited Messages

The following types of messages are not permitted:

- Commercial advertisements ~~with no associated public purpose~~ highlighting current specials or specific products/prices. For example, “Coca-Cola Welcomes You to Horsetown USA” is acceptable; “Enjoy Refreshing Diet Coke” or is not.
- Political advertisements or messages
- Religious messages, except for holiday greetings and community events held at faith-based facilities
- Personal messages (e.g. birthday wishes, marriage proposals)
- Messages with provocative or sexual content
- Promotion, direct or indirect, of alcohol or tobacco products
- Any content deemed in poor taste or not suitable for families by the City ~~EDAC Sign Subcommittee~~

All advertisements and messages must be approved by the City Manager or his designee before being loaded by the programmer. Any disputes will be resolved by the ~~EDAC Sign Subcommittee~~.

## Programming Issues/Expenses

Based on current technology, all ads will be presented on a continuous loop throughout the ~~20~~ 24 hours per day the LED screen is operational. There are two components to programming: 1) scheduling; and 2) content creation. Scheduling determines the sequence and duration of each advertisement, while content creation refers to the graphics and captioning of each ad. Both of these services are offered by Prismview ~~YESCO~~ and other vendors, and software programs are sold to assist with proper programming. ~~Initially,~~ it is recommended that Prismview ~~YESCO Electronics or a comparable vendor~~ and a local graphics designer manage the scheduling and content creation, respectively. ~~As indicated on Exhibit B,~~ All these expenses—creating content, scheduling and providing wireless service for the sign—are anticipated at approximately \$700 ~~\$840~~ per month, ~~whether this is contracted through YESCO, another vendor or a local graphics contractor~~ at current rates.

## Marketing Expenses

To generate a sufficient revenue stream to cover all anticipated expenses, it is necessary to sell advertising time to commercial entities which pay the highest rates. The cost of marketing is estimated at less than \$1,000 per month based on a system in which salesperson(s) are paid a 15 percent commission in lieu of an hourly rate.

### Allocation of Time Slots

As reflected in Exhibit B, the 30 ad slots are allocated to the following categories, based on anticipated demand and revenue required to keep the sign a viable, self-sustainable project:

<u>Type of Advertiser</u>	<u>Number of Slots</u>	<u>Percentage of Slots</u>
City of Norco Announcements	2	5 7%
Public Service Announcements	2	5 7%
Nonprofit Organizations	10 6	35 20%
For-Profit Businesses	16 20	55 66%
<b>Total:</b>	<b><u>30</u></b>	<b><u>100%</u></b>

**Note:** These percentages, established to ensure a diversity of messages, are simply guidelines.

### Electrical Expenses

Based on the electrical consumption of the sign and electricity billing rates for the City of Norco, monthly electrical costs are estimated to be less than \$250 per month. **Because these expenses are bundled with other services, they are not part of the financial accounting system for the Sixth Street Gateway Sign.**

### Pricing

The pricing structure for the sign is designed to recoup all monthly expenses and generate enough additional revenue to cover anticipated maintenance costs, which should be modest in the first five years but could accelerate significantly after that. In 10 years, a refurbishment or replacement of the LED panels may be required, a cost estimated at approximately \$56,650 in today's dollars; a projected \$68,750 in 2025.

**The following A three-tier guidelines are pricing structure is recommended subject to prices identified in the Rate Schedule (Exhibit A):**

1. City- and School District-sponsored public service messages: **F(free of Ccharge)**
2. Nonprofit agencies, as well as City- or School District-sponsored revenue-generating events: **\$300.00 per time slot per month. Rates depend on frequency of appearance. Local organizations and events receive a discount (See Exhibit A).; and**
3. For-profit companies: **400.00 per time slot per month Rates depend on frequency of appearance. Local businesses receive a discount (See Exhibit A).**

4. Business Appreciation Initiative honorees will be recognized through a City sign advertisement for one (1) month.

### Summary

~~Exhibit B summarizes all expenditures and revenues for the Sixth Street Gateway Sign, based on current assumptions and conditions. It is recommended that a~~ Based on a year of operational experience, it is anticipated that Gateway Sign revenues should continue to substantially outpace expenditures, barring any unforeseen major issues. ~~It is recommended that a~~All surplus revenues will continue to be deposited into a City of Norco trust account dedicated to future operational and capital needs related to the sign. If there is sufficient demand for advertisements and the sign is operated efficiently, the Gateway Sign should ~~prove~~ continue to be a financially sustainable asset.

**EXHIBIT A**  
**RATE SCHEDULE**

<b>For-Profit Rate Schedule: Rotates Every 3 Minutes (480 Displays per Day)</b>				
Contract Duration:	One Month	Three Months	Six Months	12 Months
Rate Per Month:	\$600	\$550	\$500	\$450
Percent Off:	-	8% Off	17% Off	25% Off

<b>In-Town Discount</b>				
<b>Option 1: Rotates Every 3 Minutes (480 Displays per Day)</b>				
Contract Duration:	One Month	Three Months	Six Months	12 Months
Rate Per Month:	\$450	\$400	\$350	\$300
Percent Off:	25% Off	27% Off	30% Off	33% Off
<b>Option 2: Rotates Every 6 Minutes (240 Displays per Day)</b>				
Contract Duration:	One Month	Three Months	Six Months	12 Months
Rate Per Month:	\$300	\$250	\$200	\$150
<b>Option 3: Rotates Every 12 Minutes (120 Displays per Day)</b>				
Contract Duration:	One Month	Three Months	Six Months	12 Months
Rate Per Month:	\$150	\$125	\$100	\$75

<b>Non-Profit Rate Schedule: Rotates Every 3 Minutes (480 Displays per Day)</b>				
Contract Duration:	One Month	Three Months	Six Months	12 Months
Rate Per Month:	\$450	\$400	\$350	\$300
Percent Off:	-	11% Off	22% Off	33% Off

<b>In-Town Discount</b>				
<b>Option 1: Rotates Every 3 Minutes (480 Displays per Day)</b>				
Contract Duration:	One Month	Three Months	Six Months	12 Months
Rate Per Month:	\$300	\$250	\$200	\$150
Percent Off:	33% Off	38% Off	43% Off	50% Off
<b>Option 2: Rotates Every 6 Minutes (240 Displays per Day)</b>				
Contract Duration:	One Month	Three Months	Six Months	12 Months
Rate Per Month:	\$150	\$125	\$100	\$75

**(Proposing Deletion from Manual)**  
**EXHIBIT A**  
**SAMPLE ELECTRONIC SIGN ADVERTISING APPLICATION**

**CITY OF NORCO**

Organization/Business Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

Type of Organization: \_\_\_\_\_ City / \_\_\_\_\_ CNUSD / \_\_\_\_\_ Public Safety / \_\_\_\_\_ Nonprofit / \_\_\_\_\_ For-Profit Business

Requested Run Dates: Begin: \_\_\_/\_\_\_/\_\_\_ End: \_\_\_/\_\_\_/\_\_\_

Entire Message Requested (10 words maximum):

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Describe Requested Graphics:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Can you provide a high-resolution version of the graphics or logo described above?

\_\_\_\_ Yes \_\_\_\_\_ No

Mail, Email, Fax or Hand-Deliver Application and Graphics to:

**Mr. Roger Grody**  
**City of Norco**  
**2870 Clark Ave.**  
**Norco, CA 92860**  
**Tel: 951-270-5644; Fax: 951-270-5622; Email: rgrody@ci.norco.ca.us**

~~CERTIFICATION: I hereby certify that I am authorized to submit this request by the organization/business entity identified above. On behalf of the requesting organization, it is agreed that the City of Norco will not be held liable for any actions, including errors and omissions, in the processing, potential denial or implementation of this advertising request, including the ultimate display of the message.~~

\_\_\_\_\_  
Signature \_\_\_\_\_ Date \_\_\_\_\_

\_\_\_\_\_  
Print Name \_\_\_\_\_

(Proposing Deletion from Manual)

**EXHIBIT B**

Expenditures				Revenue			
<b>Electronic Sign Power Consumption Inputs</b>				Percent	Total Ad slots per month	30	
Electricity Cost	Metric \$/kw-hr	Performance \$ 0.16	80% Power Level	5.0%	City Announcements	2	\$ -
Turn-on Time each day		7 AM		5.0%	Public Service	2	\$ -
Turn-off Time each day		Midnight		35.0%	Non-Profits	10	\$ 300
Time on each day	Hours	20.00		55.0%	Businesses	16	\$ 400
				100.0%		30	
Cost Per Day			\$ 7.17				
Cost Per Month			\$ 218				
Cost per Year			\$ 2,616				
LED Replacement	Cost (2015) \$ 55,000	Replacement 2025	Cost at Replacement \$ 68,750				
(Base Year 2015)							
<b>Marketing Support</b>		<b>Admin Support</b>					
Commission (For Profit Only)	15%	Hourly Rate	\$ 35.00				
		Hours per month	24				
Monthly Cost	\$ 960	Monthly Cost	\$ 840				
Annual Cost	\$ 11,520	Annual Cost	\$ 10,080				

  

**Electronic Sign Account (BY)**

Calendar Year	Revenue (BY)	Cumulative Revenue (BY)
2015	~\$100,000	~\$100,000
2020	~\$100,000	~\$400,000
2025	~\$100,000	~\$700,000
2030	~\$100,000	~\$1,100,000
2035	~\$100,000	~\$1,400,000