



**Date of Board Meeting:** June 21, 2022

**Subject:** Billboard Advertising

**Recommendation:** Approve (4) 12-month billboard advertising contract agreements with JGI Outdoor Advertising for billboards in El Campo, Rosenberg, Richmond, and Sugar Land at a total cost of \$75,000.

**Background and Rationale:** Due to the COVID-19 pandemic the college has experienced enrollment declines and a loss of visibility and brand awareness. In an effort to increase awareness of the college and potentially increase enrollment, various additional advertising options have been considered. Billboard advertising offers high visibility rates with the means to strategically place advertisements in service area locations. Through (4) contractual agreements, JGI Outdoor Advertising will lease (4) billboards to WCJC with (1) billboard located in Wharton County and (3) billboards are located in Fort Bend County. The lease agreement for each billboard is (12) months, with each contract beginning July 1, 2022 and ending June 30, 2023. Available billboards were reviewed in Wharton County and Fort Bend County. Based on the budget, available billboards, traffic count, and locations it was determined that the following billboards offered good advertising value for WCJC:

- \$3,000/Board #4956 – El Campo, Highway 71, South of Highway 59, Daily Traffic Count 8,530
- \$14,400/Board #3001 – Rosenberg, I-69/Highway 59 South at FM2218, Daily Traffic Count 71,317
- \$10,800/Board #1005 – Richmond, Highway 90A, East of Pitts Road, Daily Traffic Count 27,545
- \$46,800/Board #1095 – Sugar Land, Highway 90A, West of Highway 6, Daily Traffic Count 55,088

The total expense for the (4) billboard leases is \$75,000. The combined total daily traffic count is 162,480. The leasing of billboard advertising space is considered a “sole source” purchase and exempt from state bidding requirements.

**Cost and Budgetary Support:**

Plant Fund

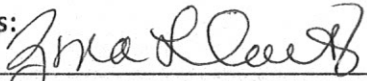
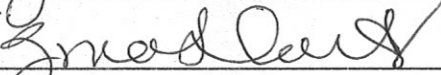
**Strategic Priority Alignment:**

- Student Success                       Community Impact  
 Resource Optimization               Institutional Excellence

**Resource Person(s):**

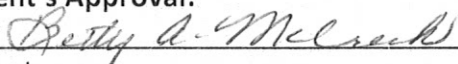
Zina Carter, Director of Marketing, Communications, and Advancement

**Signatures:**

  
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 Originator  
  
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 Cabinet Level Supervisor

\_\_\_\_\_  
 Date 06-07-2022  
 \_\_\_\_\_  
 Date 06-07-2022

**President's Approval:**

  
 \_\_\_\_\_  
 President

\_\_\_\_\_  
 Date 6-8-22

Cheryl Molbert

[cheryl@jgioutdoor.com](mailto:cheryl@jgioutdoor.com)

Phone (281) 992-2828



Date: June 7, 2022  
Attn: Cheryl Machicek  
Adv./Agency: Wharton County Jr. College

Sales Rep.: Cheryl Molbert

**Billboard Advertising Summary Quote**

**12 month Contract**

BB #	City	Location	Direction	Size	Sale NET Monthly Rental Rate	Months	Total NET 12 Month Rental Rate	Available Date
4956	El Campo	Hwy. 71, 1,190' South of US Hwy. 69	RH/NB,U	12'X32	\$250.00	12	\$3,000.00	NOW
1005	Richmond	Hwy. 90A, East of Pitts Rd	RH/WB,U	10' X 21' 10"	\$900.00	12	\$10,800.00	NOW
3001	Rosenberg	US Hwy. 69 @ FM 2218	LH/NB	19' X 36'	\$1,200.00	12	\$14,400.00	NOW
1095	Sugarland	Hwy. 90A, 4/10 miles West of Hwy. 6	RH/WB	16' X 48'	\$3,900.00	12	\$46,800.00	NOW

**Special Instructions:**

- Advertiser will provide Outdoor with print ready artwork.
- The 12 month contract includes printing & installation of the initial photo vinyl.
- Two months rent is due at the execution of the contract, the remainder of the rent is due monthly.
- Contracts are non-cancelable.
- See attached photo/map sheets for each of the above proposed billboards.
- Quoted rates are monthly.
- Quoted rates are valid for 2 weeks from the date quoted.
- All JGI billboards remain on the availability list until an executed contract is received by JGI Outdoor.