

CITY OF LONG BEACH

Freeway Digital Display Plan

Who We Are

MEDIA MANAGEMENT SERVICE, INC.

MMSI is a media development and advertising company that specializes in architectural signage and electronic media.

The Principals of MMSI:

- **George Manyak : Principal – Marketing and Sales**
George brings over 28 years of executive leadership level experience in the management of outdoor advertising display companies.
- **Jim Elmore: Principal – Development and Operations:**
Jim has over 35 years of experience in advertising and development.

- **Michael Pauls: Principal - Governmental Affairs and Business Development**

Mr. Pauls brings over 18 years of experience in business development, governmental affairs.

- **Alicia Ley: Principal – Management and City Government**

Ms. Ley brings over 16 years of experience in city government, land use, local and state regulations.

Why We Are Here

- **June 2006 RFP**
 - “Digital Freeway Sign Program”
- **August 2006**
 - Media Management Awarded RFP
- **City Process**

Why Digital Displays

- **It is The Future**
- **Environmentally Clean**
- **New revenue source for the City**
- **Increased revenue sales for City businesses**
- **Opportunity to brand and promote Long Beach**

What is a Digital Display

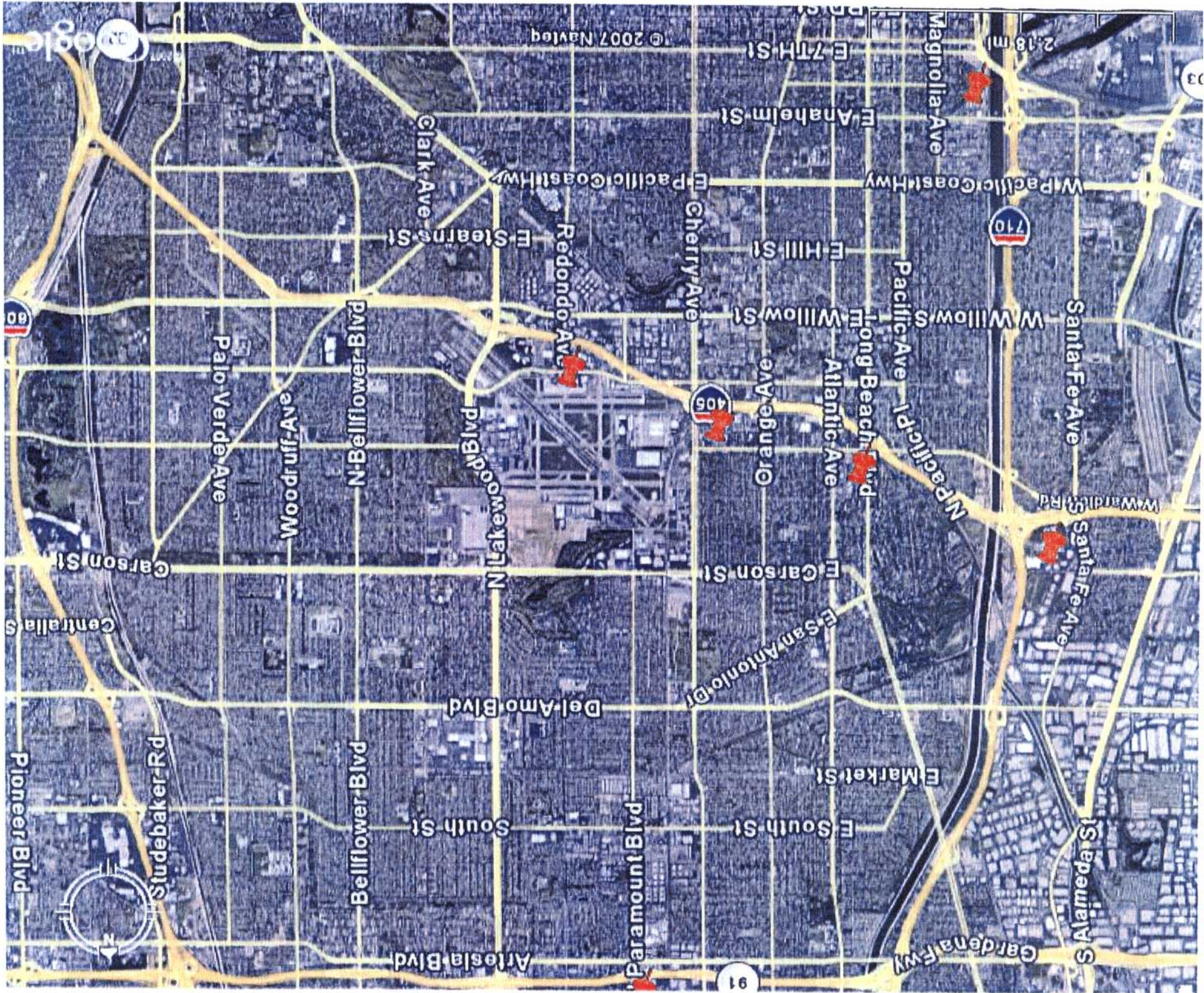
- **Twenty First Century Technology**
 - **Electronic Digital Display with photograph quality technology**
- **Directionally Focused L.E.D. Panels**
 - **Manufactured for “site specific” requirements**
- **Automatic Dimming Control**
 - **Automatic night time brightness adjustment**
- **Immediately Programmable Software**
 - **Remote display control**

What is our Digital Display Plan

- **Six (6) freeway digital displays**
- **In Redevelopment Project Areas**
- **On commercial – industrial properties**
- **\$8 million up front investment by MMSI**
- **No City Funds Required**
- **Ten-year term**

Where are the Digital Displays to be Located

- **Four digital displays on the 405 Freeway**
- **One digital display on the 710 Freeway**
- **One digital display on the 91 Freeway**



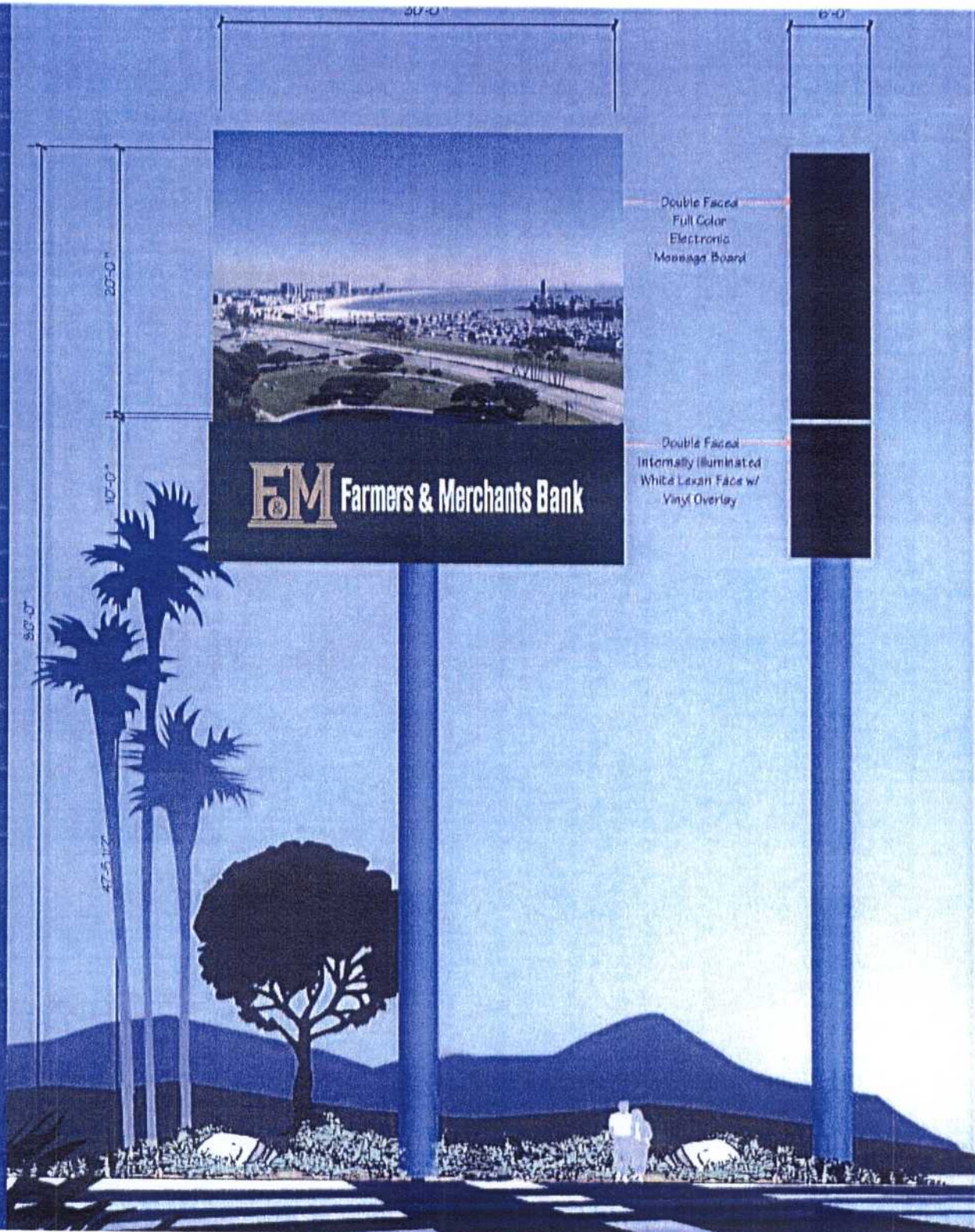
© 2007 Navteq

2.18 mi

Google

Artesia Blvd
Paramount Blvd
Bellflower Blvd
Studebaker Rd
Pioneer Blvd
Centralia St
Carson St
Del Amo Blvd
E South St
E Market St
E San Antonio Dr
E Carson St
Ward Rd
Santa Fe Ave
N Lakewood Blvd
Woodruff Ave
Palo Verde Ave
N Bellflower Blvd
Clark Ave
Cherry Ave
Orange Ave
Atlantic Ave
Long Beach Blvd
W Willow St
Pacific Ave
N Pacific Pl
Santa Fe Ave
Ward Rd
Santa Fe Ave
E 7th St
E Anaheim St
E Pacific Coast Hwy
E Hill St
E Willow St
Magnolia Ave
Gardena Fwy
S Alameda St
I 710
I 405
I 60

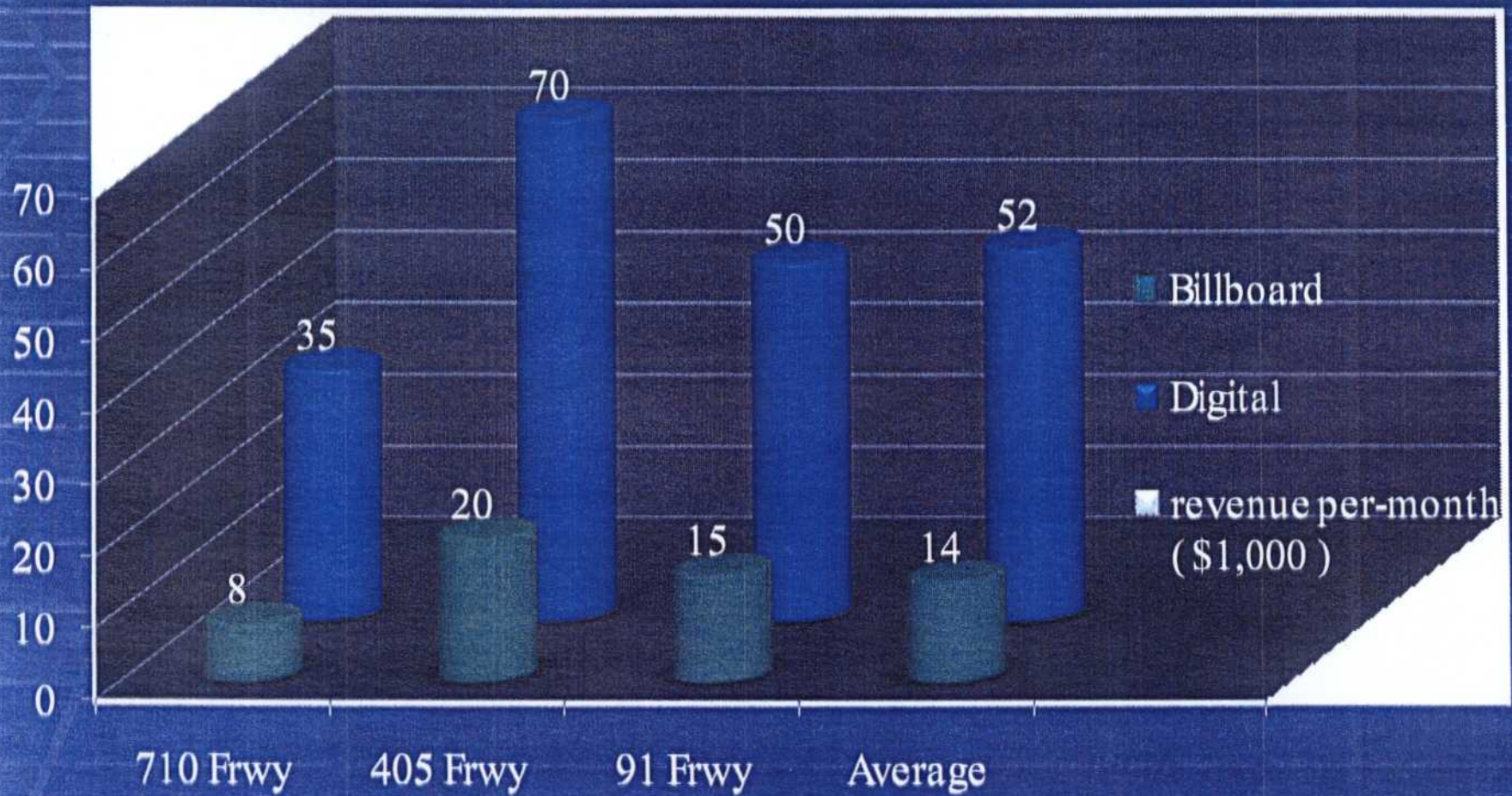




What Are The Issues

- **Safety**
- **Digital Display Content**
- **Economics**
 - Advertising rate comparisons for Digital Display vs. Static Billboard

ADVERTISING RATE COMPARISONS STATIC BILLBOARD vs DIGITAL MEDIA (PER-FACE / MONTHLY RATE)



- Monthly rates currently being charged by major outdoor companies in Los Angeles. Monthly rates for digital networks are currently four to six times the monthly rate for a static billboard on the same venue.

Neighborhood Friendly

- **Mutually agreed upon sights**
- **No light impact on residential**
- **Site specific designed displays**
 - **Manufactured to focus and direct display image to freeway corridor**

91 & Paramount
70 degrees horizontal
with an angle (/ \)

91 & Paramount



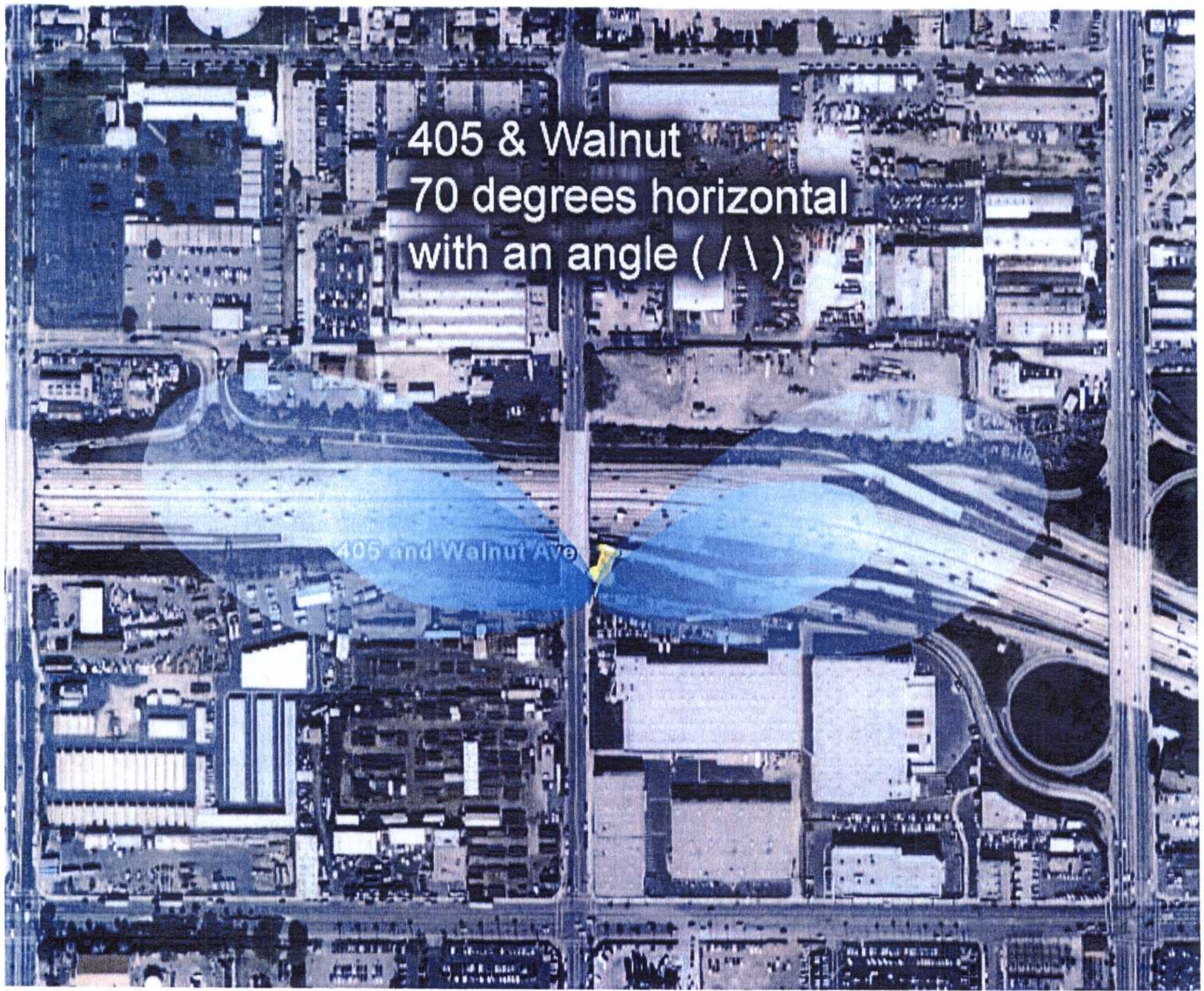
405 & Redondo
70 degrees horizontal
with an angle (\ /)

405 and Redondo



405 & Walnut
70 degrees horizontal
with an angle (/ \)

405 and Walnut Ave



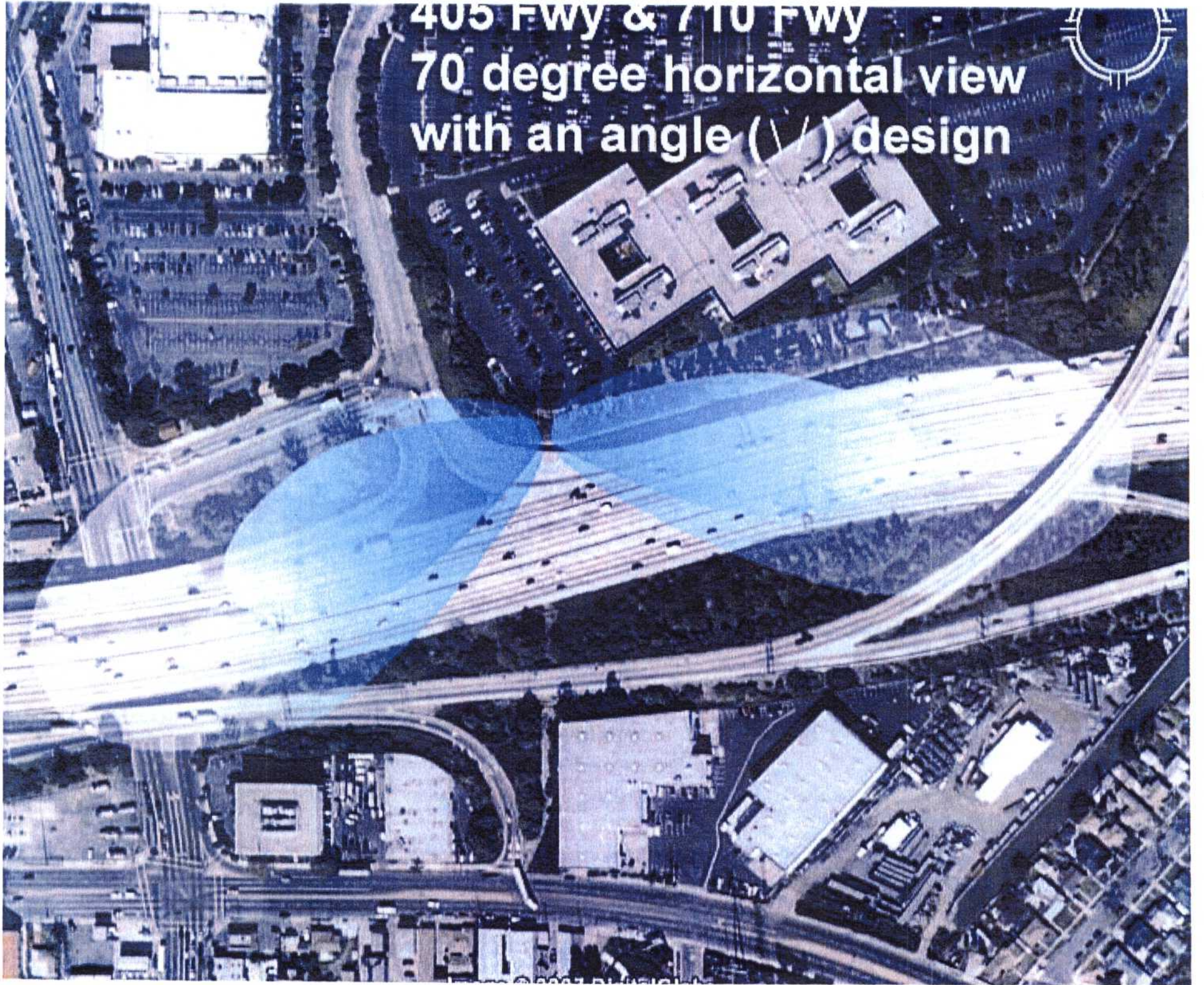
405 & Long Beach Blvd.
70 degrees horizontal
with an angle (\ /)

Image © 2007 DigitalGlobe

586 ft

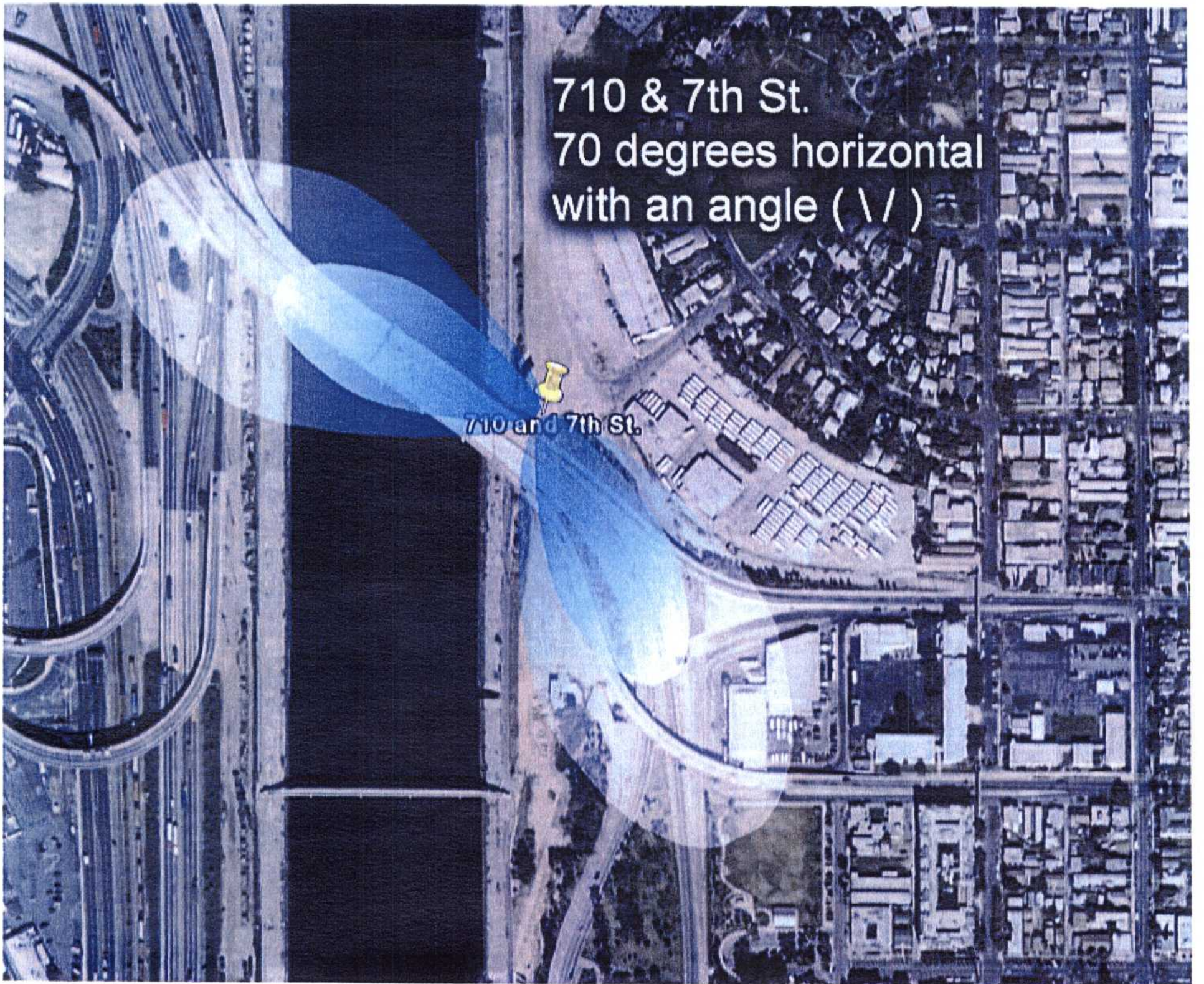
© 2007 Google

405 Fwy & 710 Fwy
70 degree horizontal view
with an angle (\ /) design



710 & 7th St.
70 degrees horizontal
with an angle (\ /)

710 and 7th St.



Why Should The City Proceed

- **Economic Development**
- **New revenue source for the City of Long Beach**
- **Provide \$1.5M per year to the City**
- **Increase sales revenue for Long Beach businesses**
- **Promote the City of Long Beach**
- **No City or RDA funds**
- **No new land required**

Next Steps

- **Agreement with the City and Media Management Service**
- **Meet with PAC's and RDA / Board**
- **City approvals**
- **Application to CALTRANS**
- **City to receive revenue by 2008**

CITY OF LONG BEACH

WORTHINGTON
FORD

PARTS + SERVICE
DEPARTMENT
OPEN SAT.



GO SEE CAL
GO SEE CAL



Long Beach

Welcome to
Long Beach

COAST
Cadillac

TOYOTA of
Long Beach

