

Columbia County, Florida
INVITATION TO BID
BID NO. 2022 - D and 2022 - E
Billboard Rental I-75 and U. S. 90

The Board of County Commissioners is soliciting proposals (bids) for Columbia County tourism-related businesses to advertise on two billboards located at the southbound I-75 and Hwy 90 exit (Exit 427) on the west side. Two billboards are available to rent for a 2-year term.

The bids will be awarded separately to the highest bidder of each billboard. The billboards are mutually exclusive and will be treated as two separate bids.

Specifications and bid forms may be downloaded at:

<https://www.columbiacountyfla.com/PurchasingBids.asp>.

Proposals will be accepted until 2:00 p.m. on January 6, 2022 in the office of the Board of County Commissioners located at 135 NE Hernando Ave. Room 203, Lake City, Florida 32055.

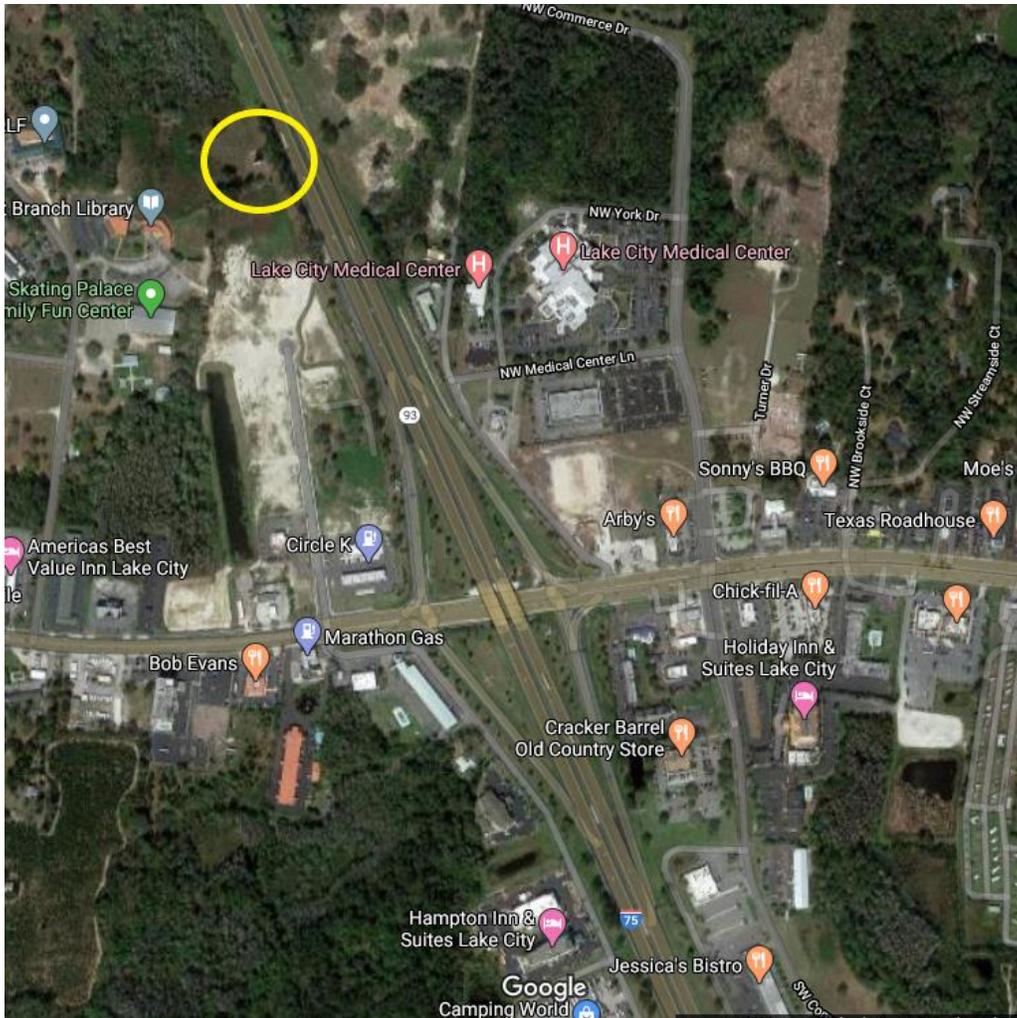
Billboard Bids Bid No. 2022-D and 2022-E

The Board of County Commissioners on behalf of the Tourist Development is soliciting proposals (bids) for Columbia County tourism-related businesses to advertise on two billboards located at the southbound I-75 and Hwy 90 exit (Exit 427) on the westside. Two billboards are available to rent for a 2-year term.

The bids will be awarded to the highest bidder of each billboard. The billboards are mutually exclusive and will be treated as two separate bids.

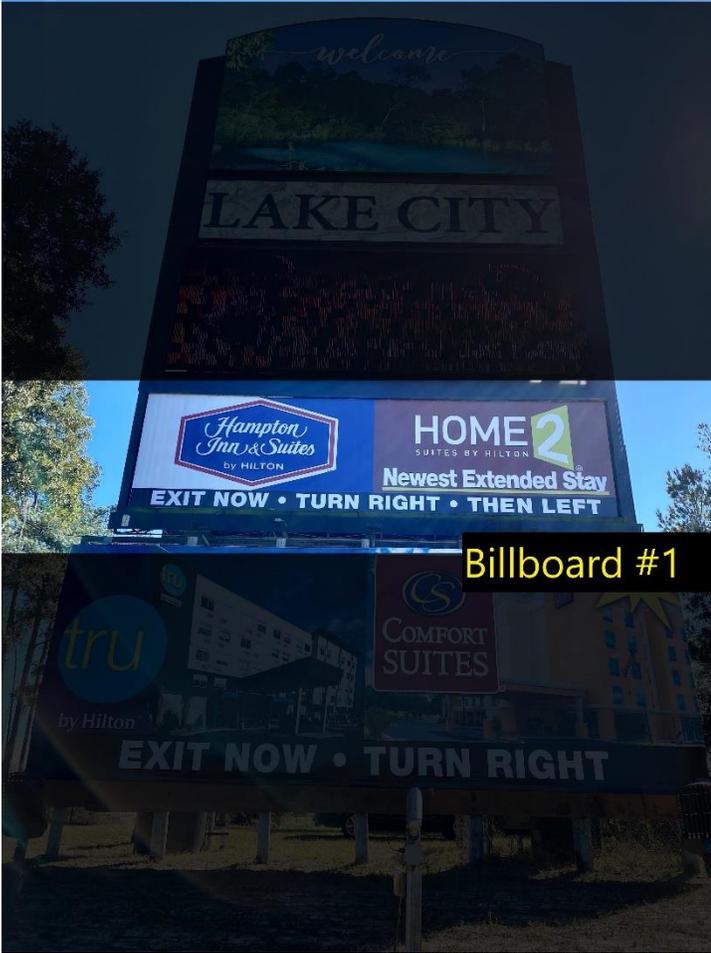
Location of Billboards

The billboards are located at the southbound I-75 and Hwy 90 exit (Exit 427) on the westside. See location circled in yellow below.



Billboard #1 2022-D

Billboard Rental I-75 and US 90



Billboard size: 10'H x 38'W

Billboard is illuminated.

Average Daily Southbound Traffic at Exit 427: 26,835

Minimum bid of \$500 a month.

Bidders must be a tourism-related business located within Columbia County that encourages people to exit and visit Columbia County. Examples of tourism-related businesses include but are not limited to tourist attractions, hotels, campgrounds, and restaurants.

The billboard artwork shall be produced by the awarded bidder; however, all artwork must be approved by the Columbia County Tourist Development Executive Director prior to production. Artwork guidelines:

- Readable fonts
- Concise with seven to nine words
- Simple photo or graphic
- High-contrast coloring

Awarded bidder is responsible for production, installation, and maintenance of billboard vinyl.

Billboard #2 2022-E



Billboard size: 14'H x 40'W

Billboard is illuminated.

Average Daily Southbound Traffic at Exit 427: 26,835

Minimum bid of \$500 a month.

Bidders must be a tourism-related business located within Columbia County that encourages people to exit and visit Columbia County. Examples of tourism-related businesses include but are not limited to tourist attractions, hotels, campgrounds, and restaurants.

The billboard artwork shall be produced by the awarded bidder; however, all artwork must be approved by the Columbia County Tourist Development Executive Director prior to production. Artwork guidelines:

- Readable fonts
- Concise with seven to nine words
- Simple photo or graphic
- High-contrast coloring

Awarded bidder is responsible for production, installation, and maintenance of billboard vinyl.

**Bid Form 2022-D and 2022-E
TOURIST DEVELOPMENT
BILLBOARDS COLUMBIA COUNTY**

Billboard 1- 2022-D Monthly \$ _____

Billboard 2- 2022-E Monthly \$ _____

COMPANY: _____ DATE: _____

ADDRESS: _____

PHONE NO: _____

EMAIL: _____

SIGNATURE: _____

PRINT NAME/TITLE: _____