



May 15, 2013

***PROTECT \$ 100 MILLION DOLLARS OF ROAD FUND
SUPPORT HB 4629 - REFORM MICHIGAN'S BILLBOARD LAW***

Dear Senator,

Your colleague in the House, the *Honorable Representative Bradford Jacobsen* has introduced legislation, HB 4629, implementing certain reforms to the Michigan Highway Advertising Act (MHAA), the law regulating Outdoor Advertising (Billboards) along our state's roadways. The **Outdoor Advertising Association of Michigan (OAAM)** and **Adams Outdoor Advertising** is pleased to be joined by **The Michigan Chamber of Commerce**, **The Michigan Lodging and Tourism Association (MLTA)**, **The National Federation of Independent Business (NFIB)**, **Boyne Mountain Resort**, **Cross Roads Media** and **Michigan Outdoor** in support of **HB 4629**.

HB 4629 *Protects \$ 100 million in Federal transportation dollars* and provides the Michigan Outdoor Advertising Industry clarity in statute providing a predictable, reliable and consistent set of rules for billboards.

HB 4629 additionally, keeps Michigan at the forefront of fair and reasonable regulation of *digital billboards* by placing market-based limitations on the future growth of this type of sign. By introducing spacing minimums (how far one digital billboard can be from another), ***HB 4629*** reduces the potential number of locations available where digital billboards can be installed. These limitations are tempered by granting flexibility to respond to geographic market demand insuring that the maximum number of existing industry sites are available for billboard companies selection process.

HB 4629 balances the public interests of Michigan by saving \$100 million in federal funds, with the need of an important Michigan industry for clarity, *predictability, reliability and consistency* in the law. The ***OAAM, Adams Outdoors Advertising*** and our partners respectfully request your support of ***HB 4629*** and ask for your 'YES' vote.

Thank-you, for your consideration and please, feel free to contact me with any questions or concerns regarding ***HB 4629*** or any other billboard related issues. I may be reached at 517.482.9299.

Sincerely,

Bill Jackson,
Executive Director, the Outdoor Advertising Association of MI