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*"Outdoor Advertising **SELLS** for you all day, every day."*

February 11, 2025

Chair Scott Dibble and members of the Senate Transportation Committee;

I wanted to voice my opposition to SF485 (Marty) – Billboard Moratorium bill and how it would harm my family's business, the state of Minnesota, landowners, local businesses and government entities.

My grandfather started working in the billboard industry at 3M when they had a billboard division. In 1967 he decided to work for himself and started Franklin Outdoor Advertising. My father joined him in business 5 years later. I have grown up in the industry, learning it from the ground up, and plan to continue operating the company. We employ 26 people in and across the state of Minnesota. We have plans to open a second office in northern Minnesota and create more jobs. If this bill passes the current 26 jobs would eventually be eliminated and future job creation would be gone. Twenty-six well-paying jobs might not sound like a lot, but to those 26 people those jobs are a big deal, especially the 5 employees who have been with us for over 25 years.

We pay rent to landowners across the state for the use of their land. This rent can help make or break some of these landowners. This rent has helped some of these landowners get small businesses off the ground, buy equipment or improve facilities. We have been able to provide year-round income for farmers, that helps them greatly, for a use of the land that coexists with farming.

The state of Minnesota also profits from our billboards through permit fees and property taxes. Our landowners pay income taxes to the state on their rent. Sales tax is generated from the products sold because of the advertisement on these billboards. We also pay permit fees and property taxes to local municipalities providing additional revenue streams for them. In a time when we are in a budget deficit, doing things to remove revenue streams from the state doesn't seem appropriate.

The assumption that billboards hurt tourism is not true. In fact, it is quite the opposite! Billboards can help local businesses and towns that are by-passed by major highways to drive tourism and traffic to their towns. Small businesses are helped by getting their name, product or service seen by the general public.

In closing, I would ask that you be aware of the far-reaching economic impact of SF485 (Marty).

Thank you,

A handwritten signature in blue ink that reads "Daniel Franklin".

Daniel Franklin

CEO Franklin Outdoor Advertising

President of the Minnesota Outdoor Advertising Association