



LAMAR ADVERTISING COMPANY

PO BOX 865, ST CLOUD, MN 56302

OFFICE: 320-253-3000 / TOLL FREE: 800-777-4896 / FAX: 320-253-3746

February 11, 2025

To: Chair Dibble and Members of the Transportation Committee – MN State Senate

Re: MN SF485

From: Mark Devore
1410 9th Ave N
Sartell, MN 56377

I am the General Manager for Lamar Advertising in St. Cloud, MN. I have worked for Lamar for 22 years and in the industry for 25 years. I am writing this letter to express my opposition to MN SF485 which is a bill proposed by Senator Marty to put a moratorium on new billboards and to amortize existing billboards.

We are already a heavily regulated industry with many controls in place at the Federal, State and Local levels of government. Local governments have the ability to determine whether or not they feel that billboards should be a part of their communities and Senator Marty's bill takes that ability away from them and tells them that the State knows better than they do what should be allowed in their communities. Senator Marty's bill starts the clock on eliminating the billboard industry in this state with his provisions for amortization, so please understand that this bill is targeting our industry with the intention of having us disappear.

We have 17 employees in our office who depend on this industry for their livelihoods. At Lamar, we strive to be positive members of our community. We donate an enormous amount of advertising space for public service announcements, local charities and non-profit organizations as well as to local government to get messages out to the community.

Over 90% of our advertisers are local businesses that use our form of advertising to help them bring in customers which helps their businesses thrive. The economic damage that this bill will do to small local businesses is significant.

I appreciate your time and ask that you would consider the information I am providing as you determine your stance on this matter.

Sincerely,

A handwritten signature in dark ink, appearing to read "Mark Devore", with a long, sweeping horizontal line extending to the right.

Mark Devore