



OUTDOOR ADVERTISING COMPANY OF DULUTH

To: Transportation Committee

Minnesota State Senate

Re: MN SF485

From: Matt Harrold

1828 Ponderosa Ave.

Duluth MN, 55811

I am the Territory Manager for Lamar Advertising in Duluth, MN. I have worked for Lamar for 27 years and its previous owners for a total of 33 years. Senator Marty has proposed similar legislation over the years regarding our industry, and now he has offered MN SF485, eliminating new billboards and amortizing existing billboards.

Senator Marty's bill states "Billboards significantly undermine that beauty (natural) and make the state less attractive to tourists. Tourism is one of the most significant users of billboards (94% of advertisers in the Duluth market are local). We are regulated by state, county, and local municipalities, you can not put up a billboard wherever you feel like it. Our office had 496 state permits in 2010, we now have 476 permits. Due to the strict requirements at the local and state level, new locations are limited.

We have had many employees retire in my time at Lamar with over 30 years of service. With competitive pay and benefits, Lamar is a solid employer in Northern Minnesota and we are a union shop (Painters Local 106). We take pride in how we treat people and our community. Our industry provides countless public service announcements, charitable placements, and promote our community programs when they don't have the funds to do so.

This legislation is directed toward our livelihood and the livelihood of our employees. People that care about their communities. As stated earlier, this legislation just keeps popping up periodically, and there is no threat of excessive billboard expansion in the State of Minnesota the laws are already in place at the local and state level.

A handwritten signature in black ink, appearing to read "Matt Harrold", followed by the date "2/11/2025".

2/11/2025