



CITY OF NEW HAVEN

Justin Elicker, Mayor

LIVABLE CITY INITIATIVE

165 Church Street, 3rd Floor

New Haven, CT 06510

Phone: (203) 946-7090 Fax: (203) 946-4899



Arlevia T. Samuel, M.S.
Executive Director

Michael Piscitelli
Economic Development
Administrator

May 23, 2024

The Honorable Board of Alders
City of New Haven
165 Church Street
New Haven, CT 06510

Re: Order of the New Haven Board of Alders to enter into a multi-year agreement with Barrett Outdoor Communications, Inc from June 1, 2024 through March 22, 2026 in the amount of \$67,600.00

Dear Honorable Members:

Respectfully submitted for the consideration of the Board of Alders, attached please find a request for a multi-year agreement with Barrett Outdoor Communications, Inc for \$67,600.00. The agreement between the Livable City Initiative and Barrett is part of the City's ARPA funded market and outreach program. According to Federal guidelines, ARPA funds must be fully obligated by December 31, 2024 or they must be returned to the U.S. Department of the Treasury.

The American Rescue Plan Act of 2021 provided the City funding to develop a marketing and outreach program to ensure that the citizens of New Haven are made aware of existing and developing programs. These programs are specifically designed to improve the outcomes for communities and residents adversely affected by the COVID-19 crisis. Barrett Outdoor Communications is the Sole Source Vendor for the digital billboard at 145 Water Street. This billboard is in a prime location as it targets westbound traffic, on Route 34, entering into downtown New Haven.

Thank you for your consideration of this matter. If you have any questions, please call Mark Wilson, Manager, Neighborhood & Commercial Development at 203-946-6428.

Sincerely,

DocuSigned by:

A handwritten signature in black ink that reads "Arlevia T. Samuel".

Arlevia T. Samuel

Executive Director, LCI