



**Capitol Outdoor
Out-of-Home Media**

Dear Members or the Board,

Capitol Outdoor has over 30 years of experience providing outdoor advertising services throughout the country. Capitol Outdoor is headquartered in Washington, D.C. and is an independent, full service outdoor media company founded in 1990.

For a past year, we have been working with Ismail Houmani, the owner of La Casa Cigars and Lounge located at 1502 Randolph, Detroit to potentially erect an on-premise TEMPORARY digital sign on the north side of the building that was approved by the city and will fully comply with city ordinances in regards to the size and brightness. However, this letter is to specifically address **advertising content concerns** that some of board members may have.

Regarding proposed sign at 1502 Randolph, Detroit, Capital Outdoor promises to comply with the following:

- All ads on La Casa signs will be representing only Fortune 1000 Companies
- There will never be promotion of tobacco, sexual promiscuity, vulgarity, or cannabis products
- There will never be promotion of a competitor of the Landlord.

As a show of good faith when there is unsold ad space on the digital sign Capitol will allow:

- *Paradise Valley Conservancy to promote activities, community events, and other community messages free of charge.*
- *Paradise Valley Conservancy can produce and send the file to Capitol Outdoor, and we will run the ad mixed in with others on the board.*

We are excited to be part of the community and hope to do all we can to help promote and activate the Paradise Valley District.

Peter Wallace

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