



To: Senator Rob McColley, Chairman, Senate Transportation, Commerce, and Workforce Development Committee

From: Kevin L. Futryk, Executive Director, Outdoor Advertising Association of Ohio

Date: March 12, 2019

Re: Support for House Removal of Sections 163.31 and 5516.05 in HB 62

Chairman McColley, Vice Chairman Uecker, Ranking Member Antonio, and members of the House Finance Committee, my name is Kevin Futryk, I am with Government Advantage Group, and I write to you today on behalf of our client, the Outdoor Advertising Association of Ohio (OAAO), for whom I also serve as the Executive Director.

The OAAO is the trade association representing 21 outdoor advertising companies (i.e., billboard companies) across the state. Our members include large national companies, as well as a number of independent, family-run companies. Our membership also includes vendors who supply the steel structures, sign faces, energy efficient lighting, advertising copy, and digital billboards our members utilize. We are an \$85 million industry that provides advertising opportunities for numerous small businesses and attractions across the state, as well as national chains, and various charitable organizations. The State of Ohio, through various Public Service Campaigns, has benefited from our members providing billboards free of charge

The As Introduced version of HB 62 contained two provisions that were of concern to the Outdoor Advertising Association of Ohio (OAAO), specifically Sections 163.31 (removal of the Act of God provision) and 5516.05 (gave additional authority to the ODOT Director of Scenic Byways). In Am Sub HB 62, the Ohio House removed these two sections at the request of the OAAO so that our association would have time to discuss these significant policy changes, and our concerns further with ODOT, away from the pressures of the short timeframe of the transportation budget. ODOT did not object to our request to remove this language.

Mr. Chairman and members of the committee, on behalf of the OAAO I would ask that the Senate Transportation, Commerce, and Workforce Development Committee support the House's removal of these provision to give the OAAO time to discuss the intent of these changes further with ODOT.

Thank you in advance for your consideration of our request.