

DRAFT

TO: City of Boston Licensing Board

FROM: Director, West End Museum

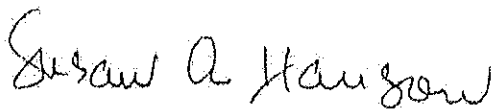
RE: Digital Billboard

DATE: 6/6/16

The West End Museum (WEM) supports the placement of a digital billboard at 55-59 Causeway, Boston MA 02114, close to the museum. This digital billboard can provide space for local citizens to view City of Boston public service and other announcements, as well as safety alerts and amber alerts. The increasing presence of amber alerts on digital billboards nationwide has proved an invaluable tool in locating missing children in a timely manner.

The West End Museum will receive important benefits 55-59 Causeway digital billboard. Like, the City of Boston, the Museum will receive space to advertise their public programs and exhibits. This is invaluable to small private non-profits, like WEM, with minimal publicity and marketing budgets. Such an opportunity can increase our visitation and visibility in the Boston area and bring in extra income in the form of program fees and gift shop sales.

Media Vision, the billboard owner, has a policy of giving back to the local community. If the 55-59 Causeway digital billboard is installed, Media Vision will provide the museum with a steady source of income for fifteen years. These funds will support museum operations and allow WEM to develop as cultural institution that tells the important story of Boston's West End and its role in urban renewal in the United States.



Susan Atherton Hanson, Ph.D.