

Business Improvement District (BID) Board

AGENDA

City Hall, 101 S. Second Street, Black River Falls, WI

Thursday, September 25, 2025 – 5:30pm

Join Zoom Meeting:

<https://us02web.zoom.us/j/81513967109?pwd=ZHciwbeOymSNb0lZoTDfaIcxfP5n88.1>

OR Dial: 1 312 626 6799 Meeting ID: 815 1396 7109 Passcode: downtown

1. Call to Order
2. Roll Call
3. Consider I-94 billboard options presented by Lamar Outdoor – Action
4. Adjourn

Posted: September 9, 2025

LOCATION LIST

BLACK RIVER FALLS BID BOARD - INTERSTATE BOARDS

*Impression values based on: Total Population

Map Icon	Label	Panel #	Geopath Id	Media/Style	Facing	H x W	*Weekly Impressions	Illum.
	1	8037	30848735	Junior Bulletin / Regular	West	8' 0" x 20' 0"	63,477	NO
Location: I-94 3 MI EAST OF HWY 10 W/1 Current Advertiser: LAMAR COVER - LA CROSSE Rate: \$385.00 Production Cost: \$360								
	2	64346	30582167	Junior Bulletin / Regular	West	8' 0" x 18' 0"	82,909	YES
Location: I 94 2.3 mi E/O WI 85 SS Current Advertiser: ALL THINGS AMISH & MORE Rate: \$560.00 Production Cost: \$324								
	3	646580	30582202	Junior Bulletin / Regular	East	8' 0" x 18' 0"	111,738	NO
Location: I 90-94 2.7 mi W/O Cty Rd PP NS Current Advertiser: LAMAR COVER - LA CROSSE Rate: \$560.00 Production Cost: \$324								
	4	64828	30582220	Permanent Bulletin / Regular	East	14' 0" x 48' 0"	141,763	YES
Location: I 90-94 0.7 mi W/O Cty Rd C NS Current Advertiser: LAMAR COVER - LA CROSSE Rate: \$1,240.00 Production Cost: \$1,512								

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BLACK RIVER FALLS BID BOARD - INTERSTATE BOARDS

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Map Icon	Label	Panel #	Geopath Id	Media/Style	Facing	H x W	*Weekly Impressions	Illum.
	5	1927	169775	Permanent Bulletin / Regular	East	14' 0" x 48' 0"	135,376	YES

Location: I-94/90 S/S 50' W/O CTY HWY C E/F

Current Advertiser: LAMAR COVER - LA CROSSE

Rate: \$2,000.00

Production Cost: \$1,512

Total Weekly Impressions: 535,263

PANEL #8037

I-94 3 MI EAST OF HWY 10 W/1

Location #1



ADVERTISING STRENGTHS: Right hand read visible to eastbound traffic on I-94. Location would target Black River Falls, La Crosse, Madison, Milwaukee and northern Illinois.

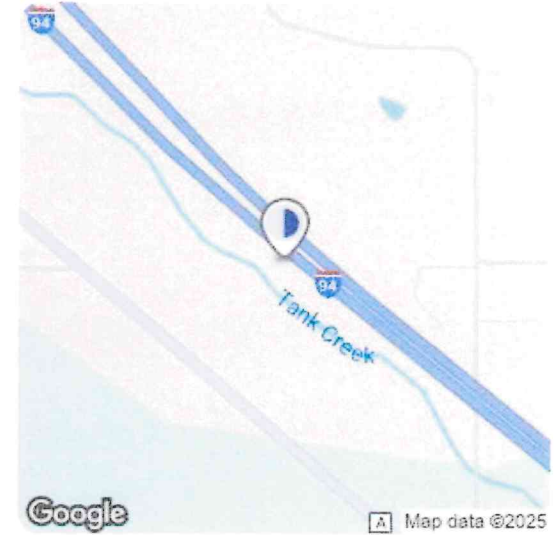
WEEKLY IMPRESSIONS:	63,477*
MEDIA TYPE/STYLE:	Junior Bulletin - Regular
GEOPATH ID:	30848735
LAT/LONG:	44.54268 / -91.16073
MARKET:	JACKSON
PANEL SIZE:	8' 0" x 20' 0" View Spec Sheet
FACING/READ:	West / Right
ILLUMINATED:	NO
RATE:	\$385.00
PRODUCTION COST:	\$360
SHIPPING ADDRESS:	1329 Interchange Place LaCrosse, WI 54603

*Impression values based on: Total Population

PANEL #64346

📍 I 94 2.3 mi E/O WI 85 SS

Location #2



WEEKLY IMPRESSIONS: 82,909*

MEDIA TYPE/STYLE: Junior Bulletin - Regular

GEOPATH ID: 30582167

LAT/LONG: [44.36421 / -90.968561](#)

MARKET: JACKSON

PANEL SIZE: 8' 0" x 18' 0" [View Spec Sheet](#)

FACING/READ: West / Right

ILLUMINATED: YES

RATE: \$560.00

PRODUCTION COST: \$324

SHIPPING ADDRESS: 1329 Interchange Place
LaCrosse, WI 54603

*Impression values based on: Total Population

ADVERTISING STRENGTHS: A right-hand read located on a busy I 94 traveling eastbound towards Black River Falls and Tomah where I 90 joins I 94 east and west bound traffic. Numerous businesses, shops and restaurants in both cities.

PANEL #646580

📍 I 90-94 2.7 mi W/O Cty Rd PP NS

Location #3



WEEKLY IMPRESSIONS: 111,738*

MEDIA TYPE/STYLE: Junior Bulletin - Regular

GEOGRAPHIC ID: 30582202

LAT/LONG: [43.980741 / -90.426334](#)

MARKET: MONROE

PANEL SIZE: 8' 0" x 18' 0" [View Spec Sheet](#)

FACING/READ: East / Right

ILLUMINATED: NO

RATE: \$560.00

PRODUCTION COST: \$324

SHIPPING ADDRESS: 1329 Interchange Place
LaCrosse, WI 54603

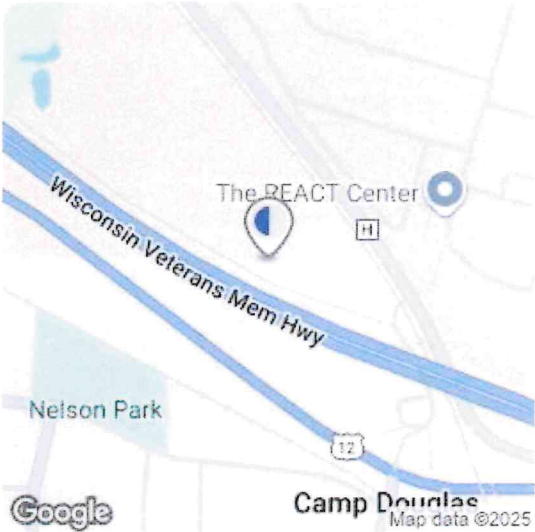
*Impression values based on: Total Population

ADVERTISING STRENGTHS: Directional - A right-hand read 1/2 mile before I-90 and I-94 split. I-90 heads towards to Tomah, La Crosse and I-94 heads towards to Eau Claire, St. Paul.

PANEL #64828

I 90-94 0.7 mi W/O Cty Rd C NS

Location #4



ADVERTISING STRENGTHS: A right-hand read heading westbound leaving the Wisconsin Dells exits and heading towards La Crosse, Eau Claire, Hudson and Twin Cities

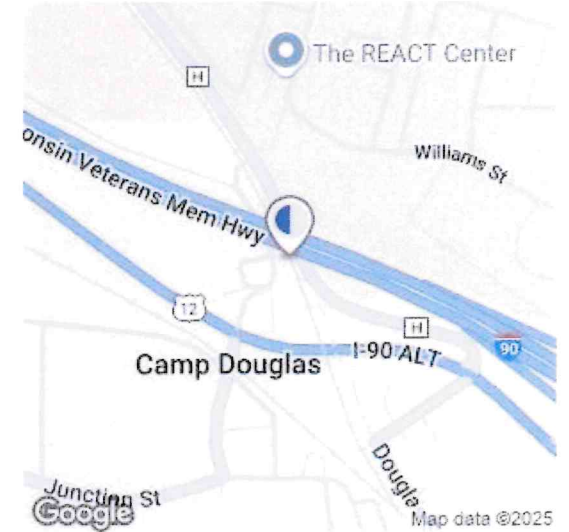
WEEKLY IMPRESSIONS:	141,763*
MEDIA TYPE/STYLE:	Permanent Bulletin - Regular
GEOPATH ID:	30582220
LAT/LONG:	43.926573 / -90.274355
MARKET:	JUNEAU
PANEL SIZE:	14' 0" x 48' 0" View Spec Sheet
FACING/READ:	East / Right
ILLUMINATED:	YES
RATE:	\$1,240.00
PRODUCTION COST:	\$1,512
SHIPPING ADDRESS:	1329 Interchange Place LaCrosse, WI 54603

*Impression values based on: Total Population

PANEL #1927

📍 I-94/90 S/S 50' W/O CTY HWY C E/F

Location #5



WEEKLY IMPRESSIONS: 135,376*

MEDIA TYPE/STYLE: Permanent Bulletin - Regular

GEOPATH ID: 169775

LAT/LONG: [43.924171 / -90.270035](#)

MARKET: JUNEAU

PANEL SIZE: 14' 0" x 48' 0" [View Spec Sheet](#)

FACING/READ: East / Left

ILLUMINATED: YES

RATE: \$2,000.00

PRODUCTION COST: \$1,512

SHIPPING ADDRESS: 1329 Interchange Place
LaCrosse, WI 54603

*Impression values based on: Total Population

ADVERTISING STRENGTHS: Located on Interstate 94 near Camp Douglas. This board targets commuters, local and tourists traffic. Also targets travelers between Milwaukee and Minneapolis.