

ARC last met on Wednesday, July 11<sup>th</sup>. At that meeting, Bryan C. McGair from Advantage3 attended the meeting to discuss his proposal.

Advantage3 currently has 82 clients in 5 strategic markets and the company definitely sees the advantage of having North Penn School District added to their market since the company only has two school districts in PA as clients: Lower Moreland Public Schools and the School District of Jenkintown. Advantage3 uses what Bryan referred to as the Asset Assessment System which evaluates the School District's portfolio across five categories: Physical Indoor, Physical Outdoor, Programs, Events, and Virtual.

Its motto is this is a "Marathon not a Sprint", so the company contracts for four years. It uses a three-tiered ascending approach meaning that within those four years, the local, regional, and national tiered advertisers continue to expand within each tier and across the four year timeline. Advantage3's model is much more aggressive in the scope of advertisers than School Media though the company sees School Media and Market Streets as its biggest competitors. Bryan gave us a quote of \$30k for the four year contract with NPSD.

As was mentioned," the board policy committee discussed the advertising policy again Monday evening and will take it back to a work session. Curt, Christine, and Bob also met with the agent for School Media regarding elimination of the exclusivity and noncompete provisions of their proposed contract. They seem willing to focus that exclusivity only on the wallscapes opportunity which leaves open the full range of other advertising and sponsorship opportunities. Given the difficulty of getting responses from these vendors, we are considering a district operated approach issuing a request for proposals to the business and advertising community and then negotiating individual contracts per the policy restrictions. This approach was used in Florida."

Any update on the Development Office Position; newsletter

Our next ARC meeting is on September 12<sup>th</sup> at 7:00 here at the ESC. Christine and I are also working on having a community forum which will include state representatives from our school district in March so mark your calendars for that event.