



March 24, 2016

Dane County Regional Airport
4000 International Ln
Madison, WI 53704

RE: Support for Adams Outdoor

Dear Personnel and Finance Committee,

My name is Lannia Stenz and I am the Executive Director/CEO of Gilda's Club Madison. I am writing this letter regarding your lease agreement with Adams Outdoor Advertising to urge you to continue this relationship.

Gilda's Club partners with Adams Outdoor to receive in-kind advertising to promote our free emotional support programs for children and adults facing cancer. The lease you are debating is for land that hosts three signs that have routinely been used for public service advertising at various points throughout the year. I believe that removing these signs would do a disservice to your nonprofit community partners.

The public service advertising that Adams Outdoor provides is a valuable resource that benefits our community and I encourage you to renew your lease with them.

I can be reached at 608-828-8860 if you should have any questions about this letter.

Regards,

Lannia Stenz