



Preserving Yesterday's Heritage for Tomorrow.

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Town Board of Supervisors

Dave Valentine, Chairman
Wayne Pipkorn, District 1
David Salvaggio, District 2
Gary Wickert, District 3
Joe Rintelman, District 4

FOR IMMEDIATE RELEASE

October 27, 2015

Town Approves Innovative Approach to Finance Vehicle Costs

Advertising Offers New Revenue Stream

At their October meeting, the Cedarburg Town Board approved a new approach to help offset the cost of operating and maintaining the Town's vehicle fleet. For the first time, the Town is selling advertising space on its automated refuse truck.

The automated refuse truck offers three large areas on which local businesses can advertise. Each side of the truck provides approximately 72 square feet and the back has 46 square feet of available space. The Town is partnering with Foerster Signs, who will work directly with local businesses to design, manufacture, and install the custom vinyl advertisements on the truck.

The Town Board unanimously endorsed staff's proposal to utilize the available space on the Town's busiest vehicle to create a new revenue stream. "This is just another example of us trying to be innovative to raise revenue without raising taxes," stated Chairman Dave Valentine.

Each week, this truck stops in front of 2,250 homes and is on the road for over 22 hours.

Anyone interested in this advertising opportunity can contact Adam Monticelli, Director of Public Works, at 262-377-4509 or amonticelli@town.cedarburg.wi.us

Town of Cedarburg, Wisconsin

The Town of Cedarburg, which is home to Wisconsin's last [covered bridge](#), strives to maintain its rural charm and high-quality of life while balancing growth and progress. The Town is located in Ozaukee County, which is ranked [the 2nd Best Place to Raise a Family](#) by Forbes.com. For more information, visit www.town.cedarburg.wi.us