



COMMUNITY
ELECTRONIC
INFORMATION
SIGNS

Leon Valley Case Study

Background:

The Public Works department reached out to the city for an approval to construct a community sign outside the Public Library to communicate with the city and its citizens. Consequently at the same time, Community Electronic Information Signs reached out to Leon Valley due to our knowledge and experience in creating beautiful monument signs for cities. Leon Valley city officials were looking for ways to boost the economic development marketing for local businesses and connect with the community about events and other city announcements.

They wanted to be business friendly knowing that businesses wanted similar technology but did not want the aesthetics of led signs on every parcel. Having defined gateway access to such technology was highly desirable.



Objective:

To create, at no cost to the city, a Community Electronic Information Sign that stands out as a monument on a major highway for the city of Leon Valley and its local businesses. Finding a prime location for the sign to ensure that commuters and citizens of Leon Valley were being exposed to local businesses and community events. Additionally, they were looking to provide other nearby businesses and organizations a chance to market to a large audience. This CEIS monument sign would provide a strong identity and branding for the city of Leon Valley.

Strategy:

Securing a prime location for the CEIS Leon Valley sign was the first item to be determined. Originally, the first proposed location was in front of the city public library, this location would not provide the city with the exposure to the audiences they wanted to reach. CEIS worked with a private property owner to secure a key location in Leon Valley, along a major road that went directly through the city, Bandera Road. This location ensured a large market audience that would include the community of Leon Valley, daily commuters, and travelers on Bandera Road.



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Leon Valley Case Study cont.

Strategy cont:

Providing the city with marketing space on the digital sign would provide a first row seat for everyone to see information on: city events, announcements, emergency alerts and city causes. Local businesses would also be benefiting by the marketing value on a large scale sign. Creating a stylish sign was also a key factor that CEIS could deliver to the city of Leon Valley. Using torched and stained cedar boards, local rock, and natural landscaping, CEIS created an iconic sign that showcased the city seal in full color on the sign announcing to commuters that they were in the City of Leon Valley.

Results:

There was an immediate positive response to the iconic CEIS City of Leon Valley sign for all of the desired results from the community and the city officials. The city events saw increased attendance, awareness and community involvement. The Military and Veteran Expo, City sponsored Earth Day event, and The LV Historical Society were able to advertise and attract large numbers to their events. During the start and throughout the Covid pandemic, CEIS was able to provide \$50,000+ in advertising free of charge to local businesses to help keep restaurants, retail shops and other small businesses open. CEIS also partnered with the city of Leon Valley to advertise a covid assistance program for grants. CEIS accomplished a 50% increase in applications per the Covid relief program after the information was shown on the digital sign.

Plan Details:

Market: Leon Valley, TX
Installed Date: Feb 2020
City Budget: \$0.00
City Population: 10,151 per 2010 census
OOH Weekly Impressions: 525,000

