

DIGITAL BILLBOARD PROJECT

Economic Development, November 2023



What are Digital Billboards?

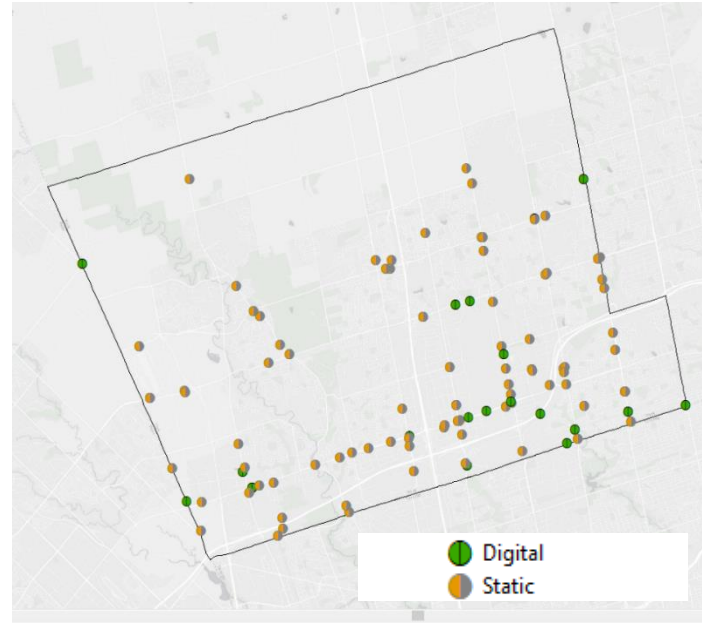
1. City Digital Signs

- Community Messaging at 10 locations on city property (no advertising)



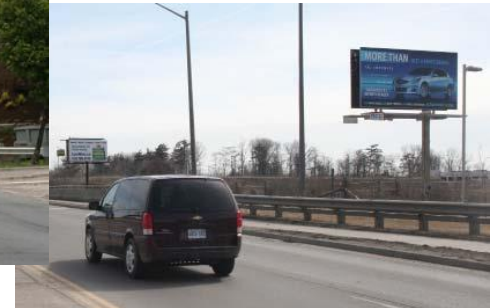
2. City Digital Billboards

- Advertising boards
 - 3 locations- Phase One
- Lease of city property
 - **min. \$6M over 15 years**
(min. \$405,000/year)
- City messaging in-kind
 - 10 seconds per minute



3. Private activity (total 234 facings)

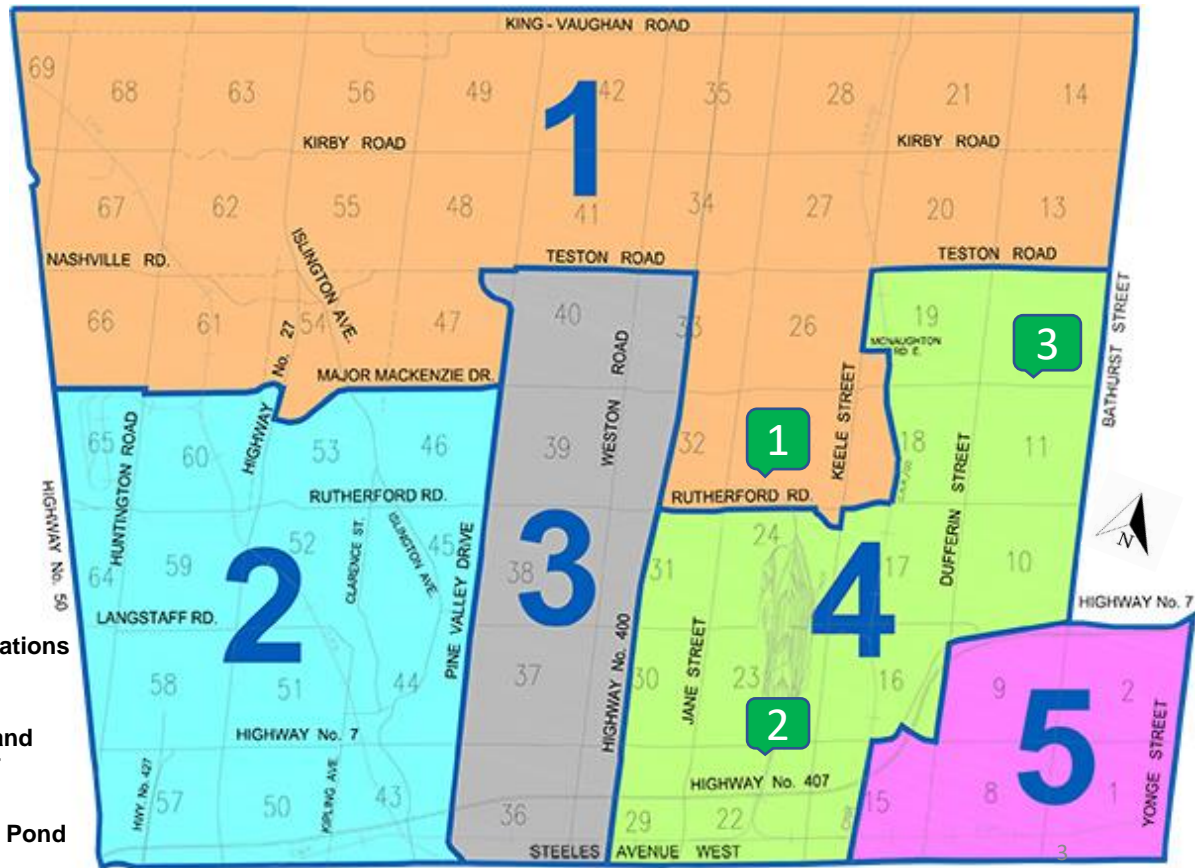
- 2 CP Rail bridge signs (4 facings)
- 8 CN Rail bridge signs (16 facings)
- 20 Digital Billboards (36 facings)
- 90 Static Billboards (178 facings)



Phase One - Complete



- 1** Joint Operations Centre
- 2** Keele St. and Highway 7
- 3** Mill Street Pond



Current State – Billboard Revenue Project

Phase 1 – COMPLETE

- Three (3) City-owned site locations

Phase 2 – Current

- Four (4) additional site locations identified
- Public consultation complete
- Report findings to Council
- Staff to proceed to RFP subject to approval

Phase 3 - Current

- An additional four (4) locations presented for approval
- Staff to proceed to RFP with Phase 2 subject to approval

Current Inventory

City Blue Digital Signs



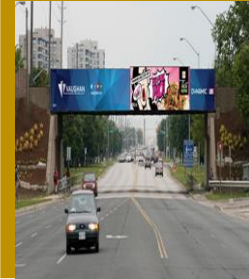
Digital Billboards Revenue-Generating



Digital/Static Billboards - Private



Digital Bridge - Private



Quantity and Size	10 (4' x 7')	2 (10' x 35') 1 (10' x 20')	20 digital (various) 90 static (various)	2 CPKC (8' x 29') 5 CN (7.10' x 28.4')
Future Planned	5 more (one per community centre)	7 via RFP (pending Council approval)	4 applications pending	1 application pending
Operational Model	100% City Messaging	5-10% City Messaging + Third Party Advertising	8 with 5-10% City messaging, the others 100% Private third-party	Vaughan Logo and 5-10% City Messaging + Third Party Advertising
Revenue Generated	\$0	\$405,000/year	\$0	\$0

City-wide Messaging



Operational Digital Billboards in the City of Vaughan

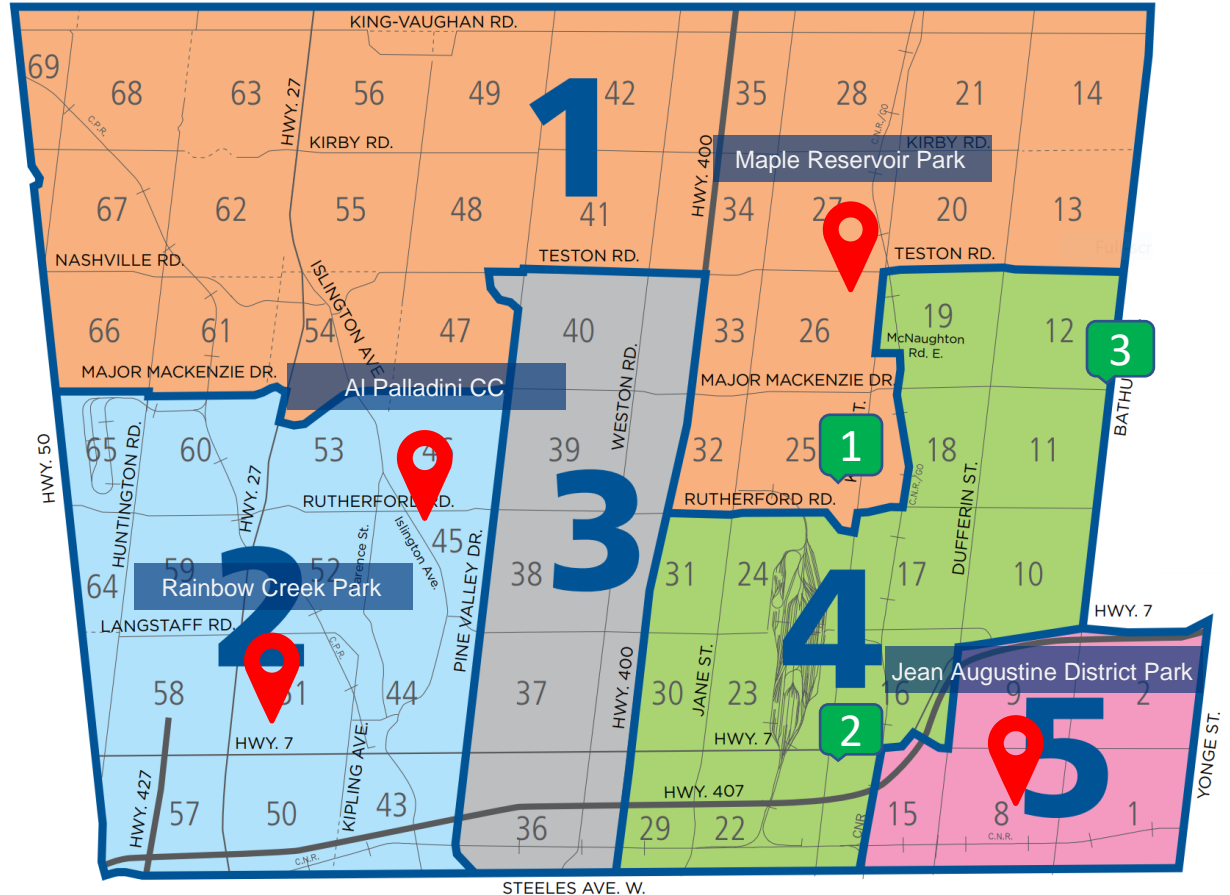
- Blue Signs, 100% City Messaging
- Double Sided Digital, Revenue Generating
- Double Sided Digital Billboard, Private
- Double Sided Digital Bridge, Private



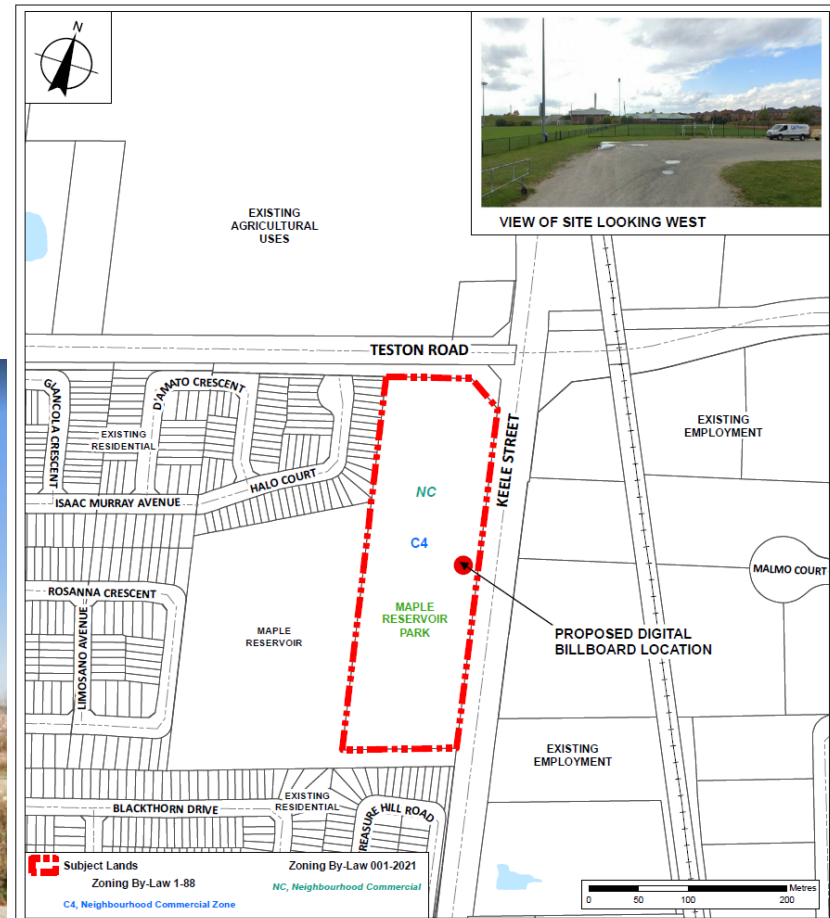


Future Locations

Phase 2 - 4 Locations



Maple Reservoir Park



Location Map - Maple Reservoir Park (Ward 1)

LOCATION:
 Part of Lot 25, Concession 4



Appendix
 DATE:
 February 14, 2023





Al Palladini Community Centre



Location Map - Al Palladini Community Centre (Ward 2)

LOCATION: 9201 Islington Avenue
Part of Lot 15, Concession 7



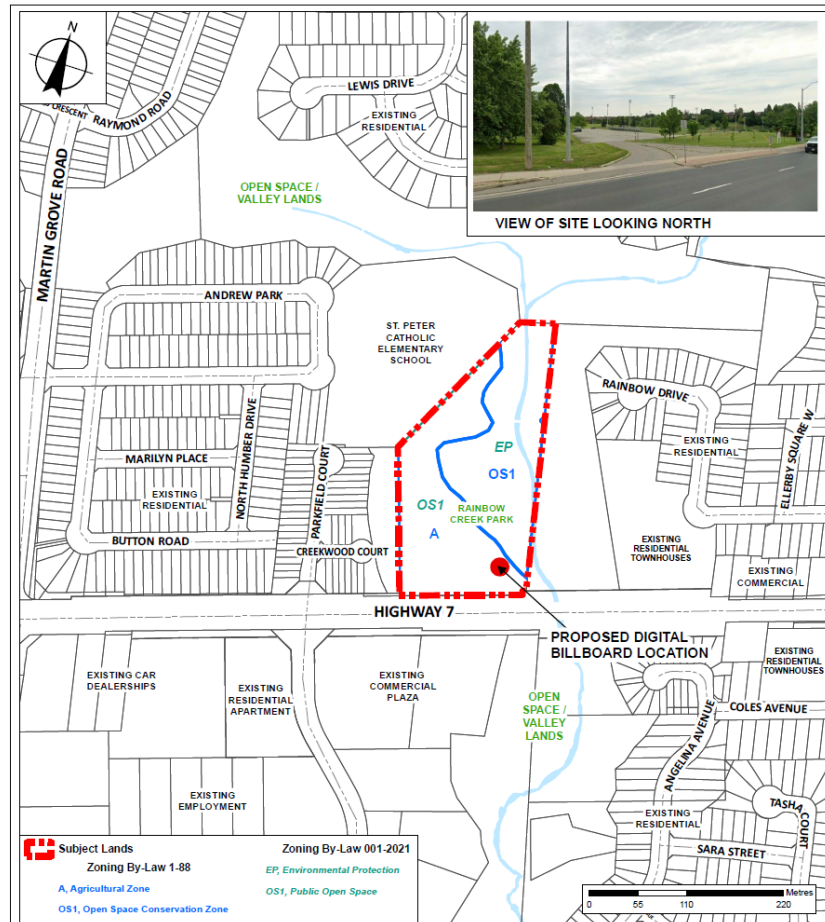
Appendix

DATE:
February 14, 2023

B



Rainbow Creek Park



Location Map - Rainbow Creek Park (Ward 2)

LOCATION: 5450 Highway 7
Part of Lot 6, Concession 8



Appendix

DATE: February 14, 2023





Jean Augustine District Park



Location Map - Bathurst District Park (Ward 5)

LOCATION: 101 Westmount Boulevard
Part of Lot 8, Concession 2

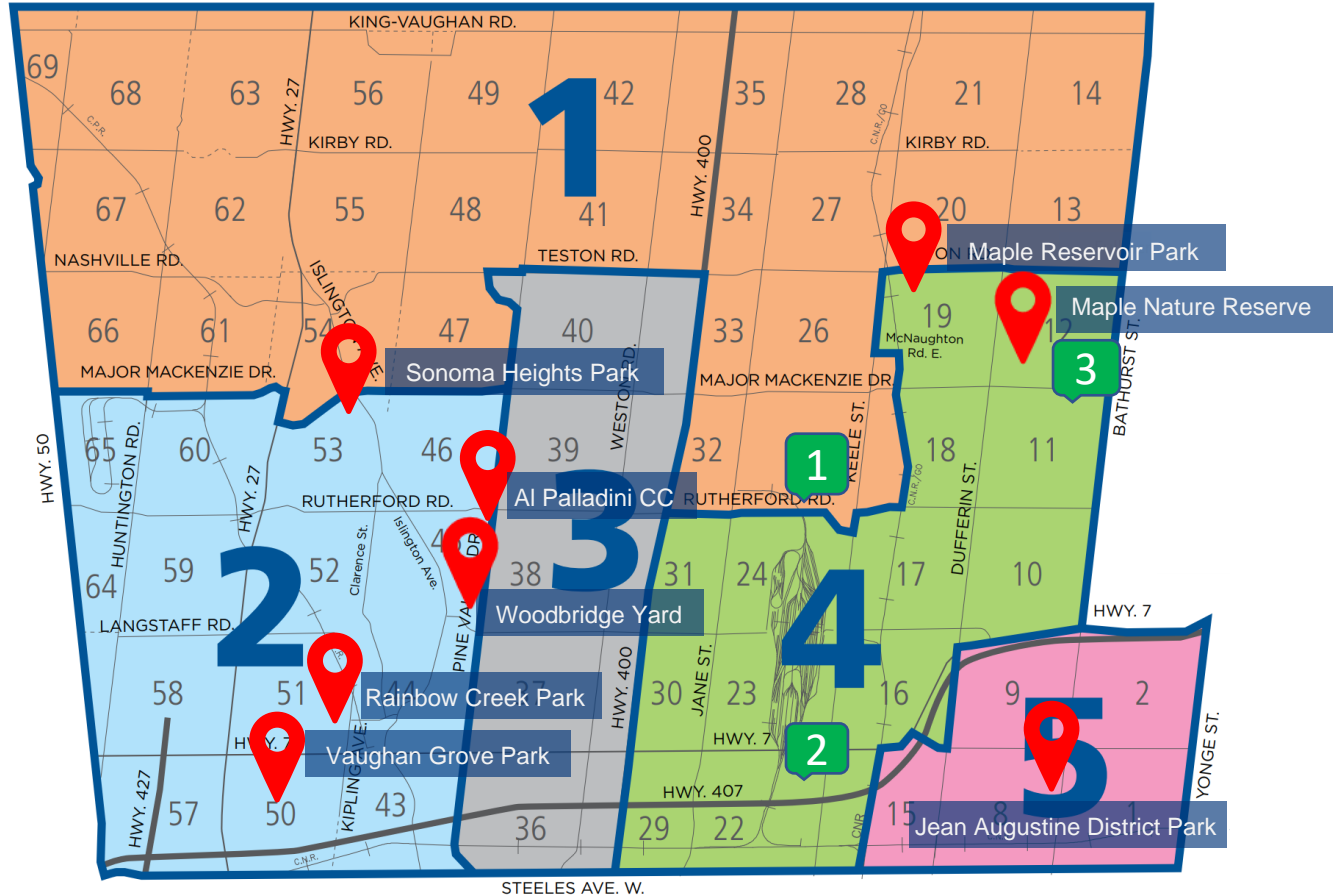


Appendix

DATE: February 14, 2023

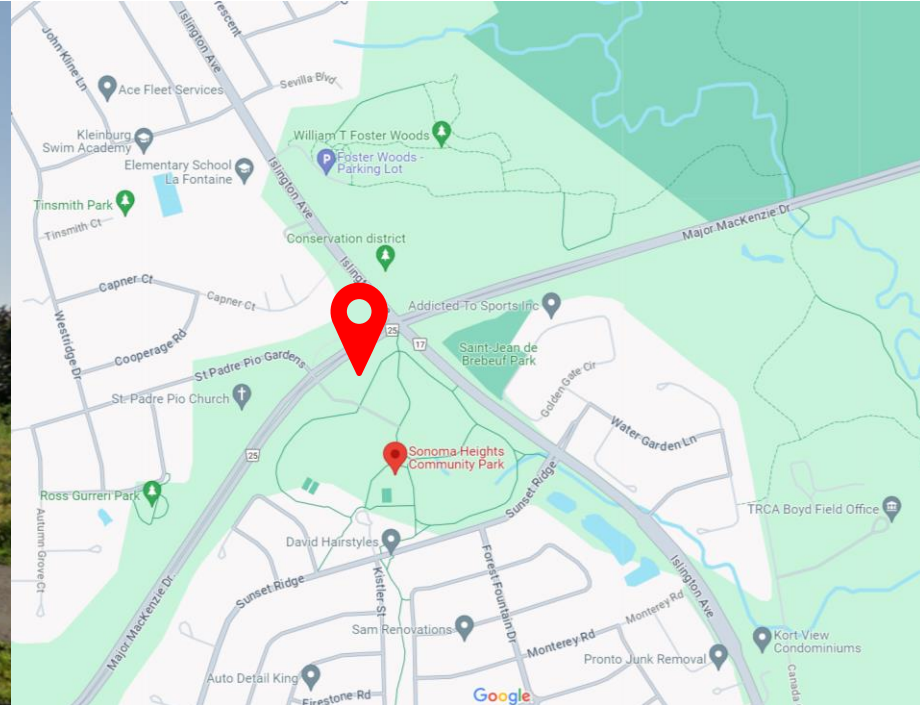


Phase 3a - 4 Locations



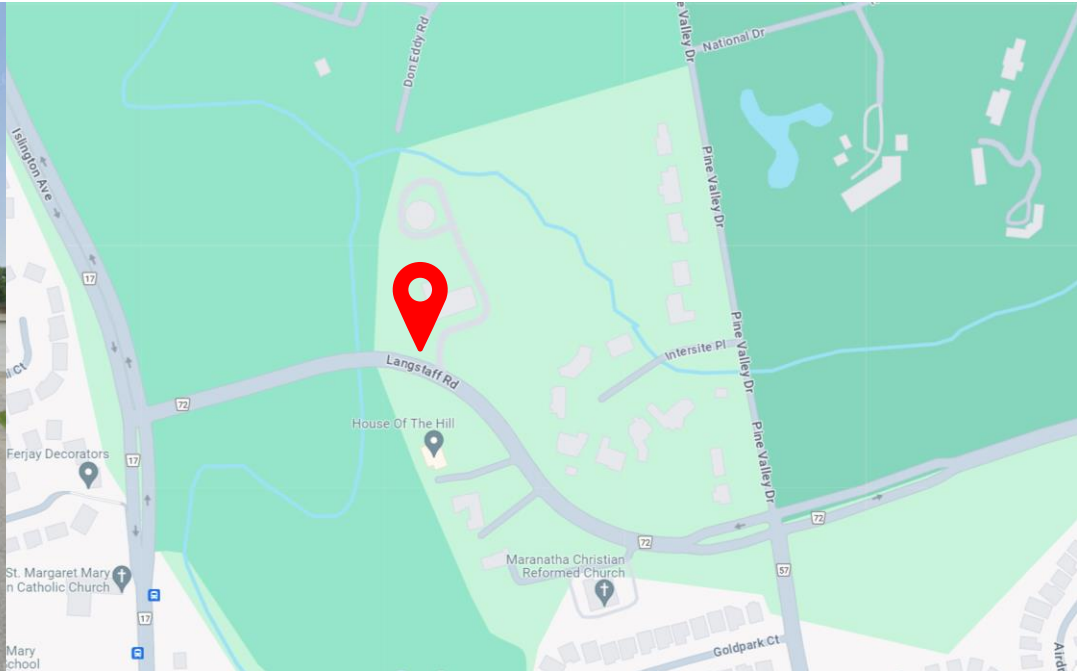


Sonoma Heights Community Park



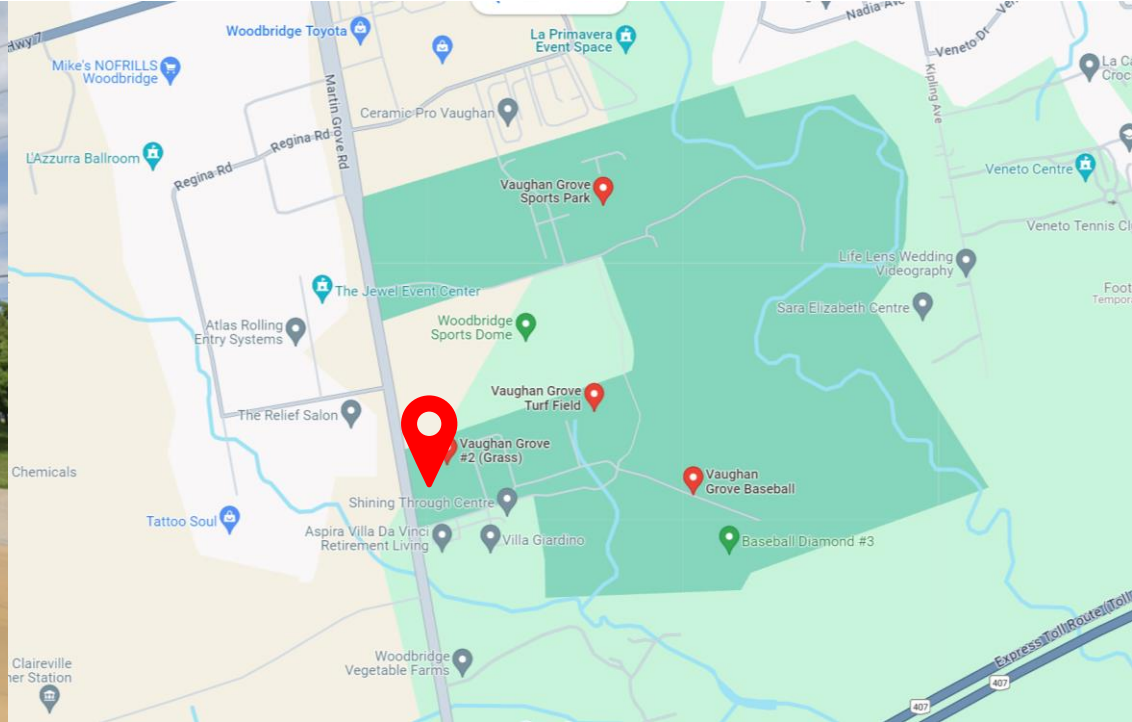


Woodbridge Yard



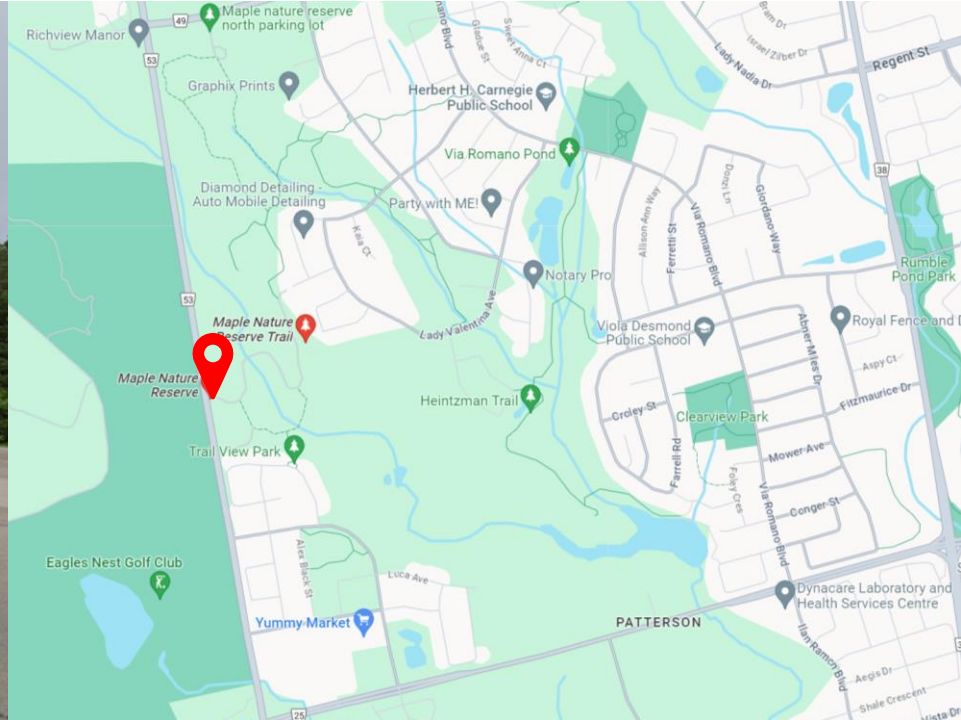


Vaughan Grove Sports Park





Maple Nature Reserve



Project Timeline

Q4 2023



- Council Report presenting the outcome of the industry, stakeholder and public consultation process
- Seek authority to proceed to RFP for Phase 2 and 3a
- Renegotiate terms of existing agreement for Phase 3b

Q1 2024



- Draft RFP for Council-approved digital billboards
- Issue date no later than March 2024

Q2 2024



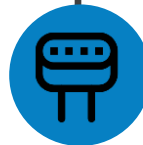
- Award vendor contract via land-lease agreement (15-year term plus two 5-year renewal options)
- Execute the land lease agreement to the satisfaction of the City Manager and City Solicitor.

Q3/4 2024



- Awarded vendor designs, permits, constructs, and connects digital billboards.

2025



- Substantial Completion (2025-2040 Term)