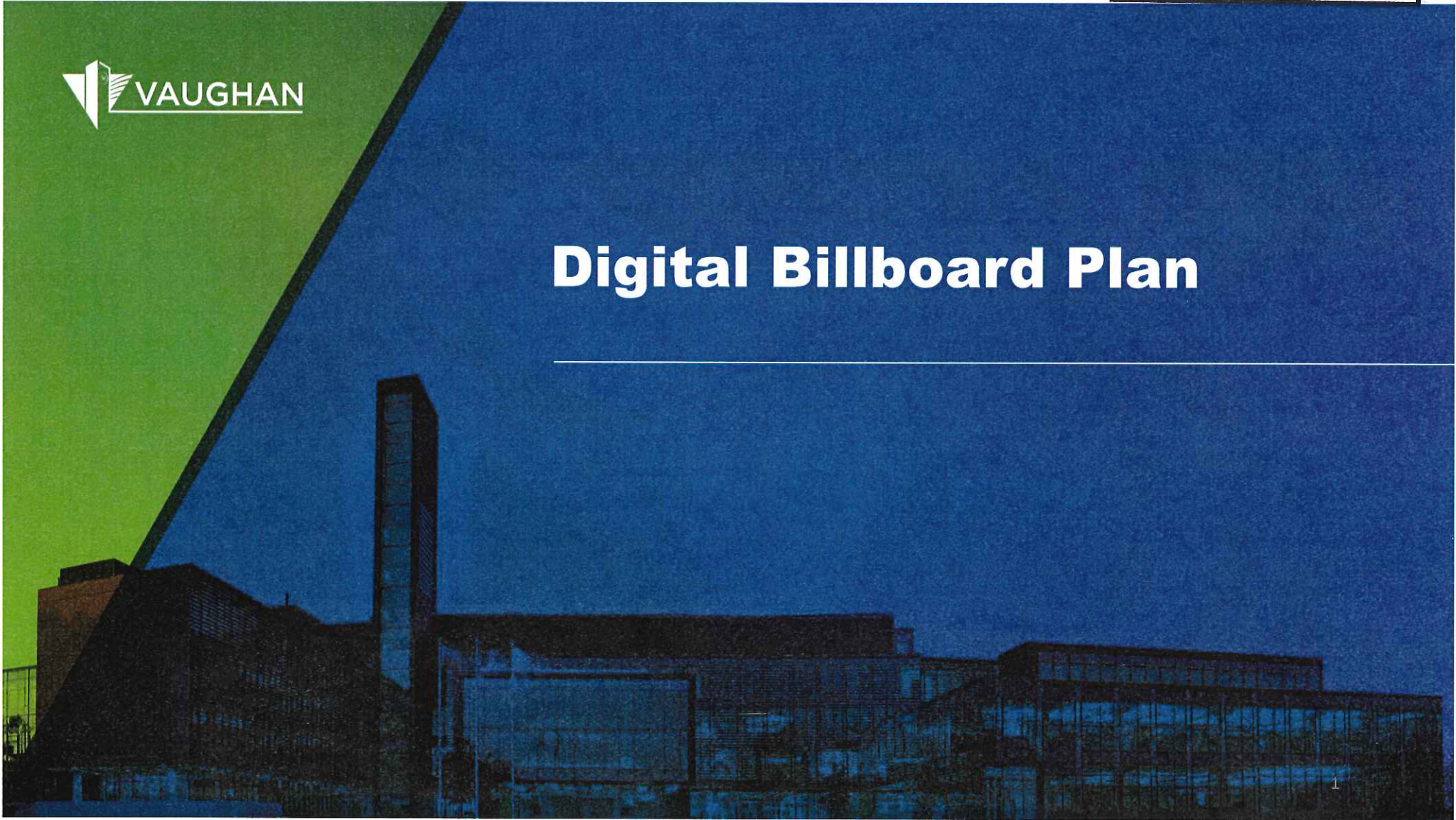




Digital Billboard Plan





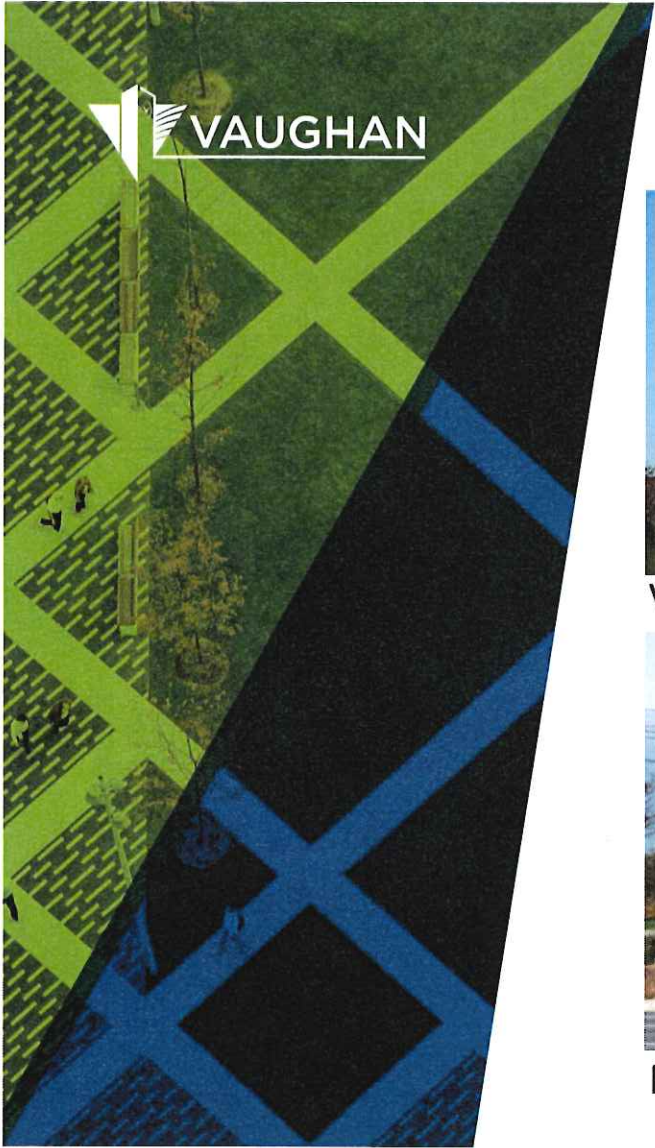
Background and Context

- May 2018 Committee Meeting
- Steps taken after May 2018 Meeting:
 - Due diligence - re-assessed site selection criteria
 - Identified seven (7) good opportunity sites across the City
 - Consulted with Mayor and Members of Council
- Developed Multi-Year Digital Billboard Plan



Why are we doing this?

- New communication vehicle and asset, at no cost
- Expand communication messages to public, at no cost
- New source of revenue for the City
- Revenues can be used to Maintain or Enhance City service levels, and infrastructure investments



What's out there?



Vaughan



Ottawa



Mississauga/Oakville



Milton

What did we hear?

- Overall, a strong sense of support for the proposal
- Important initiative to generate non-taxation based revenue for the maintenance and expansion of City services
- City is urbanizing and intensifying at a rapid rate. City should drive new innovative opportunities (private sector is already doing so)
- Using digital billboards as a communication vehicle is a community benefit
- Due diligence must be taken to mitigate community impact, including complying with City's sign by-law and industry standards as it relates to content, illumination, size and distance
- Openness and transparency with community and ratepayers associations
- Reviewing content of ads – support for a policy approach



Business Model: Who does what?

City

- Owner of Land; Lease to 3rd Party Long-term
- Manage RFP Process, and Land-Lease Agreements
- Approval body - permits
- Receive share of revenue. Greater of: base fee or % of total earnings on ad sales
- Access to free ad spots for City messages

Out-of-Home Advertising Company

- All costs – design, build, finance, maintain and operate each digital billboard, including: risk, project management, permits, and management of ad sales
- Based on industry standards, the length of the lease is anticipated at 15 years to justify pay-back on capital (renewal options at the City's discretion)

An aerial photograph of a city, likely Los Angeles, showing a major highway (Interstate 5) and surrounding urban areas. A large blue diagonal overlay covers the right side of the image. Within this blue area, there is a faint, stylized illustration of a digital billboard site, showing a structure with multiple screens and people working on it. The text "Digital Billboard Sites" is written in large, bold, white letters across the bottom of the blue overlay.

Digital Billboard Sites

A Multi-Year Plan

Year One – Sites Recommended for Market

- Three (3) City-owned site locations
- Proceed to market competition (RFP)
- Award procurement contract to winning respondent/bidder(s)
- Negotiate and execute land-lease agreements
- Construction and operation (est. 2020)

Year Two – Sites for Public Consultation

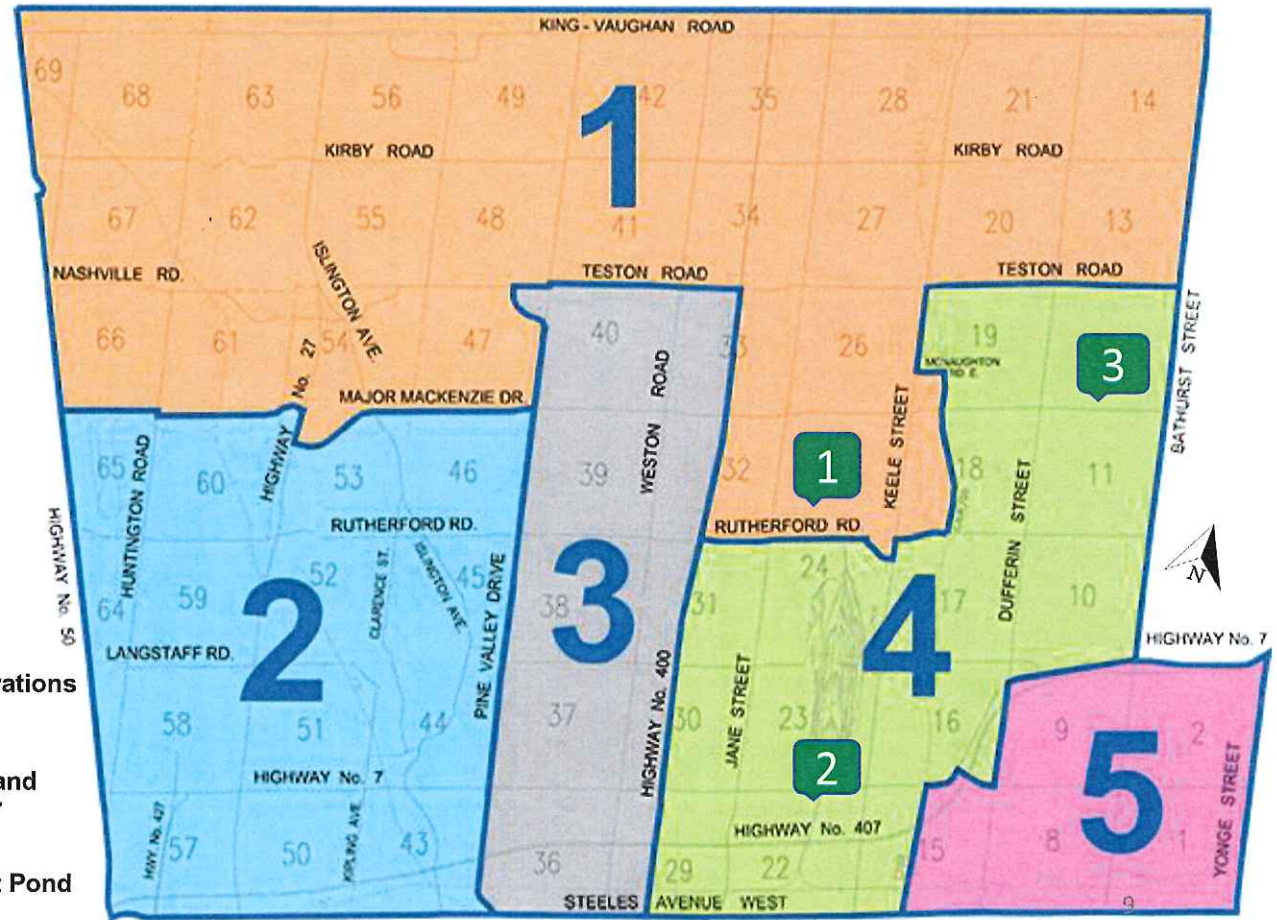
- Four (4) additional site locations identified
- Public consultation at neighbourhood level
- Report findings to Council, subject to approval
- Will not proceed to RFP at this time

Future Years – Opportunity Driven

- Other locations will be considered on demand
- Presented to Council for approval

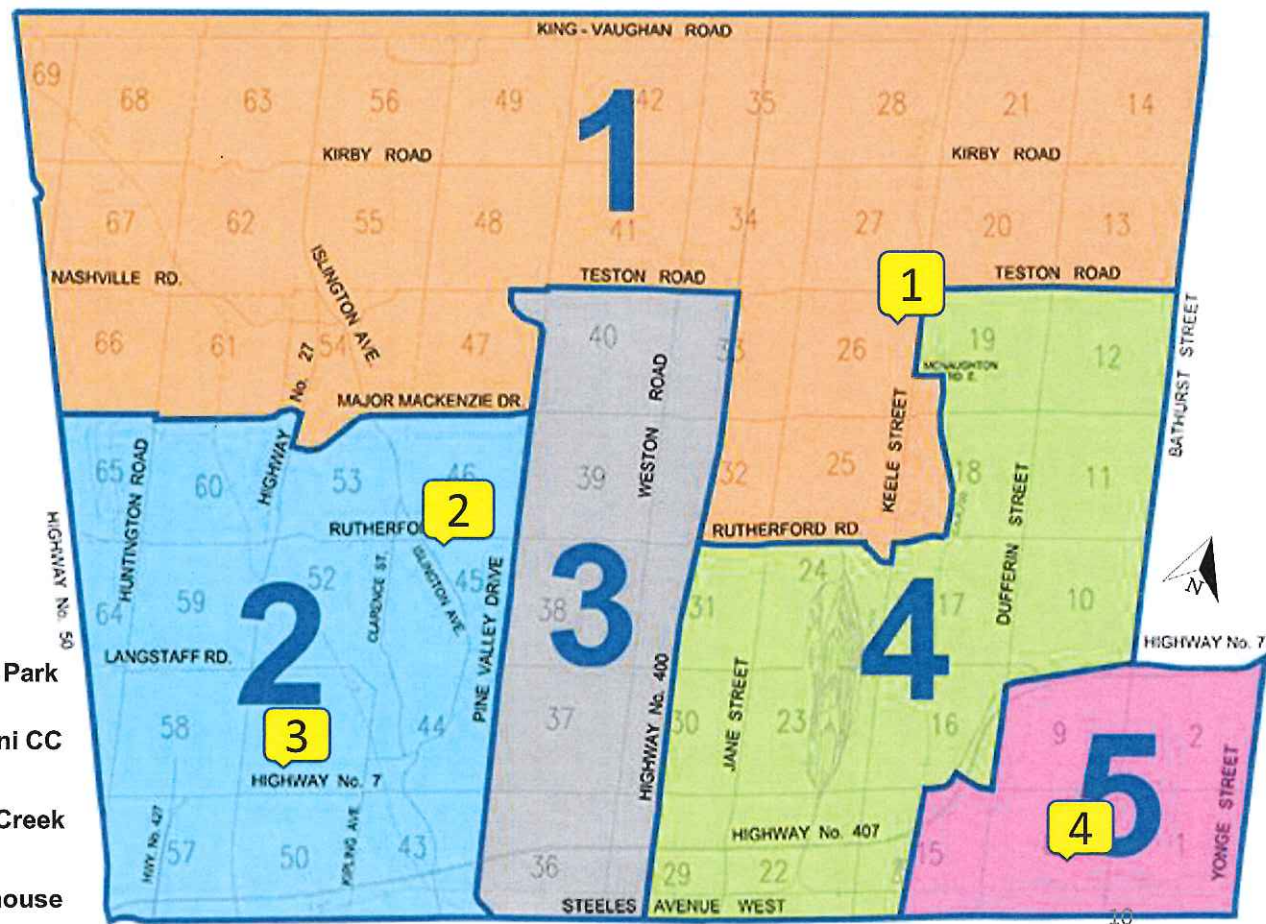
Year One

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



Year Two

- 1** Maple Reservoir Park
- 2** Al Palladini CC
- 3** Rainbow Creek
- 4** City Playhouse Theatre



Next Steps

- Council approval of staff recommendations (March 4, 2019)
- Staff will proceed to RFP process for Year One Sites
- Third party retained and billboards installed (est. 2020)
- Community consultations take place prior to Year Two locations are approved by Council (future staff report)
- Staff will bring forward additional sites on an individual basis in the future based on further review of site list
- Staff will be directed to prepare a Corporate Advertising Policy to present to policy review committee