

# Digital Billboard Plan

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# Background and Context

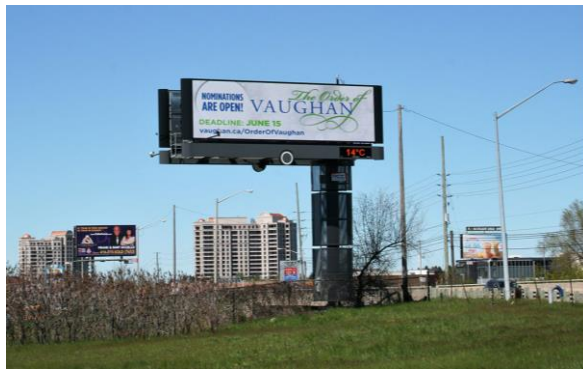
- May 2018 Committee Meeting
- Steps taken after May 2018 Meeting:
  - Due diligence - re-assessed site selection criteria
  - Identified seven (7) good opportunity sites across the City
  - Consulted with Mayor and Members of Council
- Developed Multi-Year Digital Billboard Plan

# 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?

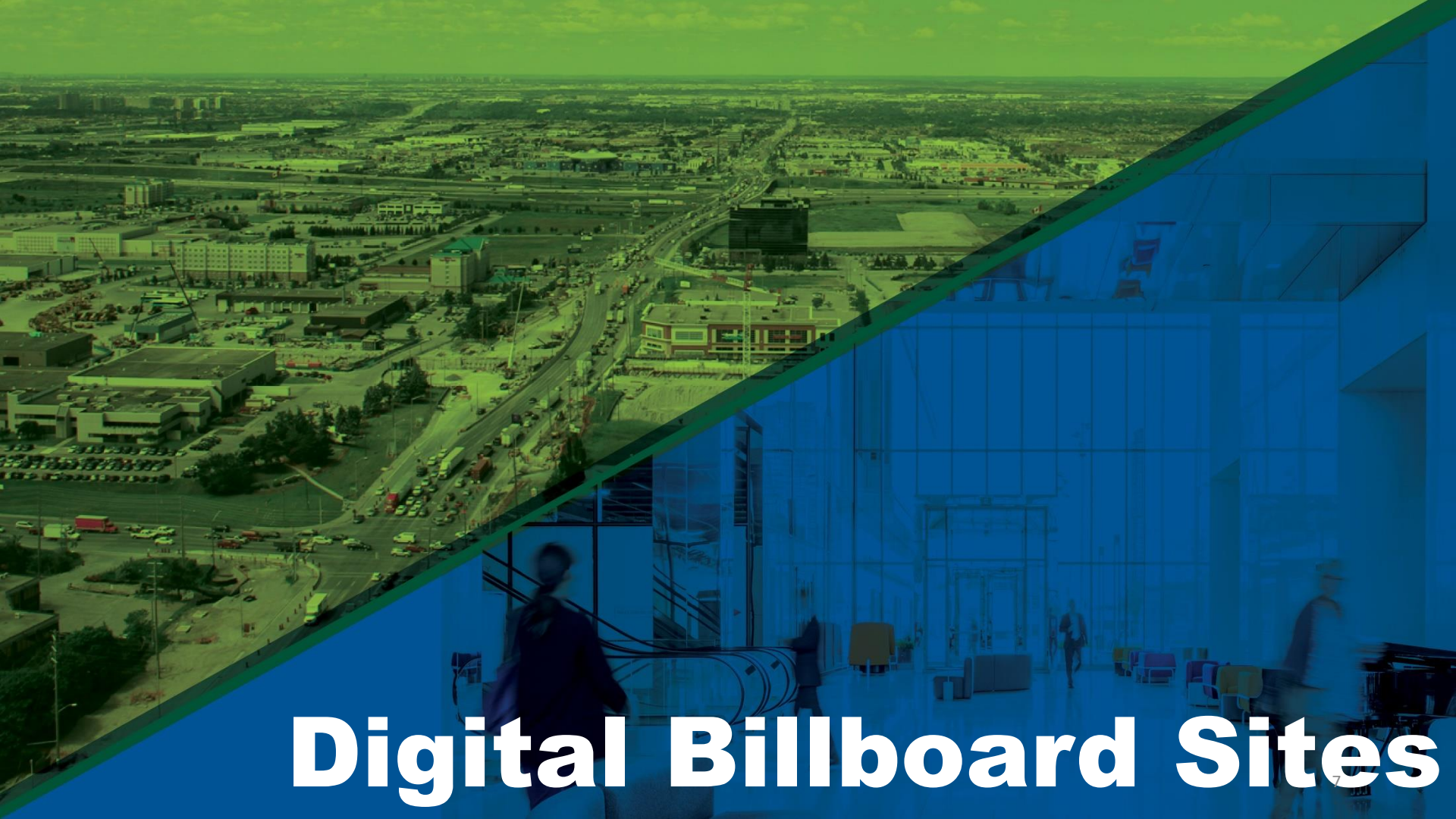
## City

- Owner of Land; Lease to 3<sup>rd</sup> 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)





# Digital Billboard Sites

# A Multi-Year Plan

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## **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**

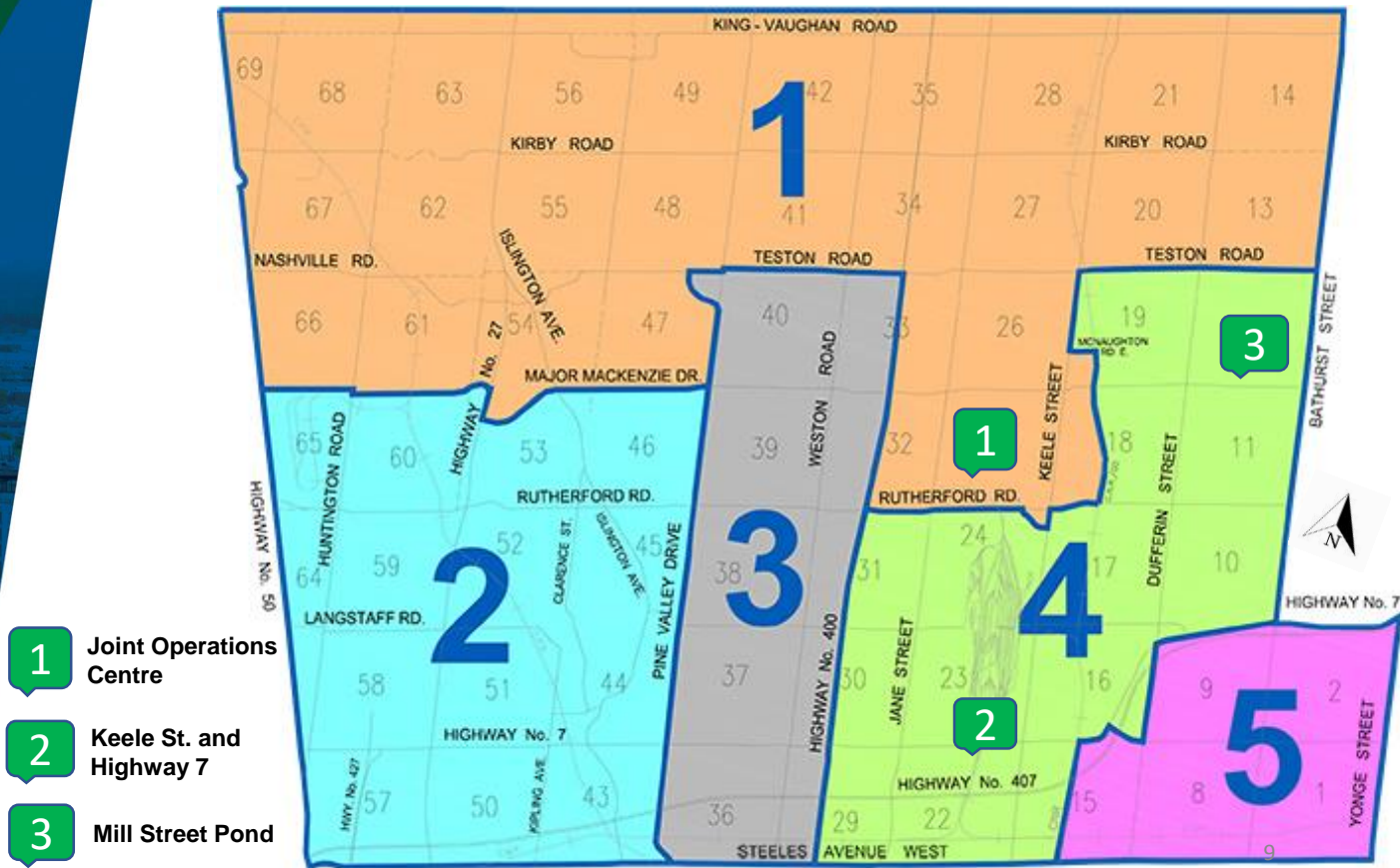
- Four (4) additional site locations identified
- Public consultation at neighbourhood level
- Report findings to Council, subject to approval
- Will not to proceed to RFP at this time

## **Future Years – Opportunity Driven**

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

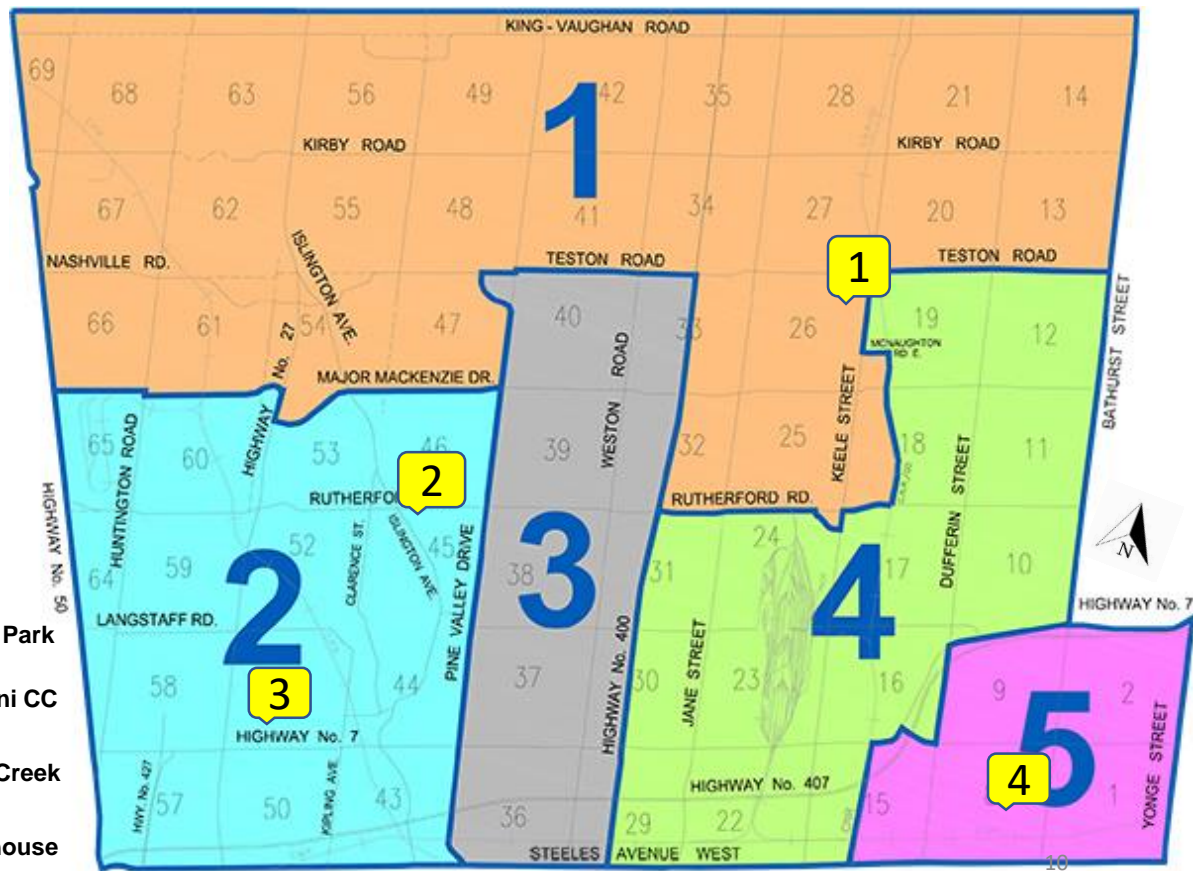


# Year One



# Year Two

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



## Next Steps

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- 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