



C1.
Communication
CW(2) – June 18, 2024
Item No. 25

May 28th, 2024

Attn: Vaughan City Council
2141 Major Mackenzie Drive
Vaughan, Ontario
L6A 1T1

Re: Proposed Changes to Existing City Digital Signs at Community Centres

To the Mayor and City Councillors,

I am writing to express Pattison Outdoor's interest in competing for an opportunity to operate and / or replace existing City Digital Signs, which are currently located at Community Centres throughout the City of Vaughan. These signs are operated by RCC Media, and display City-related messaging.

At the Committee of the Whole meeting on December 12, 2023, Council directed Staff to re-negotiate the current agreement with RCC Media to update and monetize the existing City Digital Signs. Staff were directed to report back in Q2 2024.

Pattison Outdoor recognizes this opportunity to upgrade and monetize the existing City Digital Signs by replacing them with Third Party Digital Billboards. We also believe that the best opportunity for the City to maximize the non-tax revenue generated by these signs is to allow other Sign Operators to participate in this opportunity through a standard RFP Process.

In 2020, Pattison Outdoor was selected as the City's preferred partner to build and operate three Digital Billboards on City-owned lands as part of Phase 1 of the City's Digital Billboard Program. In the past four years, our team has worked closely with Staff to deliver a successful start to this partnership.

We can also ensure that the design of the new City Digital Signs complements the Phase 1 Digital Billboard network, and that community messaging remains at the forefront of this project by allocating sufficient space on each sign to ensure the City's communication objectives are achieved.

By not allowing other Sign Operators to participate in this opportunity, the revenue potential for the City of Vaughan will be unnecessarily limited.

Therefore, we kindly request that Council direct Staff to create a Request For Proposal process for the replacement and monetization of these existing City Digital Signs, as Phase 3 of the City's Digital Billboard Program.



Our request supports Pattison's desire to grow and expand our partnership with the City of Vaughan. We strongly believe that, as Canada's leader in the Digital Out-of-Home market, we can provide the City with all of the elements necessary to make this opportunity a resounding success for all stakeholders.

As always, we are available to participate in further discussions on this matter, and we kindly thank Council for its consideration of our request.

Sincerely,

Nicholas Campney
Director of Leasing
Pattison Outdoor Advertising