



Date: Wednesday, May 16, 2018

CITY OF VAUGHAN

2141 Major Mackenzie Dr.
Vaughan, ON
L6A 1T1

ATTN: City Council and Staff - To whom it may concern

RE: RCC Media Existing Dynamic Digital Sign Network Agreement
Digital Billboards on City Owned Properties - Procurement Proposal
New Sign By-Law Updates - Proposed

As per past and future planned council meetings along with staff recommendations as it relates to digital signage opportunities in the City of Vaughan and by-law amendments and alterations, RCC Media would like provide this letter for review and consideration.

As per RCC Media's existing Dynamic Digital Sign Network Agreement with the city, RCC Media has already completed 13 of 30 allowable digital faces - referred to as "Road Signs". Remaining 17 digital faces to be completed over the next 18 months. RCC Media purposely implemented this form of scheduled release of these billboards as a soft introduction in to the Vaughan marketplace. We understand that the city has brought forth a revenue generating procurement opportunity allowing digital billboard signs on city owned property. RCC Media is in full support of this opportunity. With that being said, RCC Media would like to provide commentary that we feel is important for the city to understand and consider.

1. Size of signs - our existing agreement allows for signage up to 10'H x 35'W - RCC initially installed that size unit and quickly realized that it was far to big for the market, and have subsequently only installed much smaller units to date.

2. Amount of Digital Billboard Signs in the city - as per our existing agreement, we have yet to complete our list of allowable signs therefore we feel council and constituents have not realized the full impact from a quantity of signs perspective. RCC is in favour of digital signs on city property, but along with our completed sites and approved list still to be completed - the city is now reviewing for approval an additional 16 digital faces (large format in nature). A total of up to 46 digital faces - which still does not include the impact of allowing digital in to the new sign by-law. Not even the City of Toronto has this much digital inventory. City of Toronto is now implementing ways of reducing its billboard inventory.



3. Updates to Sign By-Law to include digital billboards: we understand that city staff will be presenting to council a new sign by-law allowing digital billboard advertising units. We would hope that the city would proceed with caution as this would only increase the numbers stated above. As part of the Toronto CMA (lucrative to advertisers), Vaughan will be an area that will get explored by all out-of-home advertising suppliers.

It is RCC Media's recommendation that the proposed procurement program along with sign by-law amendments and updates are carefully reviewed in full as it relates to advertising billboard signage.

If you have any questions or concerns, feel free to reach me direct any time. We look forward to our continued relationship for years to come.

Regards,

A handwritten signature in black ink, appearing to be "JR" or "Tony Romanelli", written in a cursive, stylized script.

Tony Romanelli - PRESIDENT
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