

City of Mississauga
Corporate Report



<p>Date: February 12, 2024</p> <p>To: Chair and Members of General Committee</p>	<p>Originator's files:</p>
<p>From: Shari Lichterman, CPA, CMA, City Manager and Chief Administrative Officer</p>	<p>Meeting date: March 6, 2024</p>

Subject

Mississauga Digital Gateway Signage Community Partnership Program with Van Horne Outdoor LP & Allvision Development ULC – Proposed Extended Signage Inventory

Recommendation

1. That a by-law be enacted to authorize the City Manager and Chief Administrative Officer and the City Clerk or their respective designate, on behalf of The Corporation of the City of Mississauga, to execute an amendment to the current Master Outdoor Advertising Agreement with Van Horne Outdoor LP (“VHO”) to add two (2) new proposed highway locations for digital billboard signs to the existing agreement, with the condition that VHO has obtained all required permits or approvals from the respective owner of each location to construct such digital signs, including all necessary agreements and documents ancillary thereto, in a form satisfactory to Legal Services.
2. That a by-law be enacted to authorize the City Manager and Chief Administrative Officer and the City Clerk or their respective designate, on behalf of The Corporation of the City of Mississauga, to execute an amendment to the current Digital Billboard Agreement with Allvision Development ULC (“All Vision”) to add three (3) new proposed bridge overpass locations for digital signs to the existing agreement, with the condition that All Vision has obtained all required permits or approvals from the respective owner of each location to construct such digital signs, including all necessary agreements and documents ancillary thereto, in a form satisfactory to Legal Services.

Executive Summary

- VHO has presented to the City a proposal to extend the existing Master Outdoor Advertising Agreement initially entered into on March 13, 2018 and amended on May 31, 2019, as well as December 4, 2019, between the City and VHO to include an additional

four (4) digital billboard signs at two (2) new locations on CP Rail corridors operated by Metrolinx, not under the City's jurisdiction.

- VHO and Metrolinx have secured Provincial approval for both locations and a Ministerial Order by the Minister of Transportation has been issued.
- Allvision has presented to the City a proposal to extend the existing Digital Billboard Agreement entered into on October 17, 2019, between the City and All Vision to include an additional four (4) digital bridge overall signs at three (3) new locations on CP Rail corridors operated by Metrolinx, not under the City's jurisdiction.
- Allvision, by way of an agreement with Metrolinx, has received Provincial approval to construct the digital billboards. Allvision is the media advertising entity currently in a Limited Partnership with Canadian Pacific Railway ("CP") that is known as Van Horne Outdoor LP ("VHO").
- VHO & Allvision will follow the City's Corporate Policy 03-09-01 "Placing Advertisement with the City." The allotted screen time to the City in the current agreement will be extended to these additional signs to be used for community messaging.
- VHO & Allvision will continue to provide the City with the existing benefits of the ability to use a minimum 10% of total aggregate advertising space to use for general community updates, promotion of City events, promotion of City areas, and emergency messaging, in addition to improvement of bridge overpass locations and municipal corporate logo branding. This agreement will benefit the City by increasing communication channels with residents and visitors along with additional exposure for the City brand.
- In addition to the existing terms of the agreement, the amended Allvision Digital Billboard Agreement will now include an annual 5% share of advertising revenue to the City of Mississauga from the three (3) new expanded digital bridge overpass locations with an estimated \$900,000 over the lifetime of the agreement.

Background

VHO

Canadian Pacific Railway ("CP") and Allvision entered into a Limited Partnership – Van Horne Outdoor (VHO) - to develop digital signs along CP's federally regulated right-of-way. The City currently has a Master Outdoor Advertising Agreement with VHO under which VHO has installed twenty-six (26) digital screens at thirteen (13) locations (one on each side of the rail overpass and highway structures).

VHO Master Outdoor Agreement - current inventory of locations

#	Location	Facing	Ward(s)	Sign Type
1	Britannia Road west of Queen Street N.	East / West	11	Digital Bridge Overpass Sign
2	Eglinton Avenue W., west of Creditview Road	East / West	6	Digital Bridge Overpass Sign
3	Winston Churchill Boulevard south of Highway 401	North / South	9	Digital Bridge Overpass Sign
4	Cawthra Road south of Dundas Street W.	North / South	1, 7, 3, 4	Digital Bridge Overpass Sign
5	Hurontario Street north of John Street	North / South	7, 4	Digital Bridge Overpass Sign
6	Burnhamthorpe Road south of Central Parkway	East / West	4	Digital Bridge Overpass Sign
7	Dixie Road south of Dundas Street W.	North / South	1, 3	Digital Bridge Overpass Sign
8	Mavis Road south of Central Parkway	North / South	6, 7	Digital Bridge Overpass Sign
9	Derry Road west of Argentia Road	East / West	9	Digital Bridge Overpass Sign
10	Dundas Street W., west of Cawthra Road	East / West	7, 4	Digital Bridge Overpass Sign
11	Erin Mills Parkway south of Mississauga Road	North / South	8	Digital Bridge Overpass Sign
12	Highway 403 west of Creditview Road	East / West	6	Highway Digital Billboard
13	Highway 407 south of Highway 401	North / South	10, 9	Highway Digital Billboard

Allvision

Allvision and Metrolinx entered into an agreement to develop and install a digital billboard, on a portion of Metrolinx property located west of Highway 427, south of Rexdale Road on October 17, 2019. Allvision also received Provincial approval for this site. A separate agreement was entered into with the City, as this digital billboard would reside out of the current VHO inventory with CP Rail and on Metrolinx property.

Allvision Digital Billboard Agreement - current inventory of locations

#	Location	Facing	Ward	Sign Type
1	Highway 427, south of Rexdale Road	North / South	5	Highway Digital Billboard

VHO & Allvision continue to comply with the Advertising Standards including Canada's Canadian Code of Advertising Standards and the Placing Advertising with the City Policy 03-09-01 and the City's Guidelines for the Review of Sign Variance Applications for Billboard Signs with Electronic Changing Copy and the City's Nuisance by-law 262-12.

Comments

This extension to the partnerships continue to benefit the City by increasing communication channels with residents and visitors and providing additional exposure for the City brand in the community. The time allotment to the City time on the digital signs will allow for general community updates; promotion of City services, programs and events; transit updates; and emergency messaging.

VHO

VHO has identified additional locations that will include four (4) more digital highway billboard signs at two (2) new locations into the existing Master Outdoor Advertising Agreement, which will include permanent City branding as well as advertising time for City messaging.

Proposed extended signage locations are: (1) Highway 401 east of Mississauga Road – south side structure, and (2) Highway 401 east of Mississauga Road – north side structure.

VHO Master Outdoor Agreement – proposed locations for expansion

#	Location	Facing	Ward(s)	Sign Type
14	Highway 401 east of Mississauga Road (south side structure)	East / West	11	Highway Digital Billboard
15	Highway 401 east of Mississauga Road (north side structure)	East / West	11	Highway Digital Billboard

Allvision

Allvision has identified additional locations that will include four (4) more digital bridge overpass signs at three (3) new locations into the existing Digital Billboard Agreement. Proposed extended signage locations are: (1) Southdown Road north of Royal Windsor Drive (digital signs facing northwest & southeast); (2) Mississauga Road north of Park Street West (digital sign facing southeast) and (3) Hurontario Road north of Park Street East (digital sign facing southeast).

Allvision Digital Billboard Agreement – proposed locations for expansion

#	Location	Facing	Ward(s)	Sign Type
2	Southdown Road north of Royal Windsor Dr.	North / South	2	Digital Bridge Overpass Sign
3	Mississauga Road north of Park Street W.	South	1	Digital Bridge Overpass Sign
4	Hurontario Street north of Park Street E.	South	1	Digital Bridge Overpass Sign

Financial Impact

VHO & Allvision continue to be responsible for all capital and operating costs related to this program. The extension to the Allvision Digital Billboard agreement will include a 5% annual share of advertising revenue to the City of Mississauga, with an estimated \$900,000 over the lifetime of the agreement from the three (3) new expanded digital bridge overpass locations. These revenues are not reflected as part of the 2024 budget. If approved, they will be revisited as part of the 2025 Budget and Business Planning Cycle. Projected revenue estimates would be reduced with the removal of any digital bridge overpass locations.

Indirect financial impacts from the existing agreements include potential revenue from increased participation in City offerings due to these additional advertising tactics, which provide an estimated annual in-kind value of greater than \$1.4 million from the minimum of 10% of total aggregate annual advertising time allocated.

Conclusion

Stakeholder considerations have been satisfactorily addressed by VHO and Allvision. The proposed extended signage will further benefit the City by increasing communication channels with residents and visitors and increasing City branding.

Attachments

Appendix 1: List of locations with diagrams - proposed extended digital signage inventory



Shari Lichterman, CPA, CMA, City Manager and Chief Administrative Officer

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