

COMMITTEE OF THE WHOLE - JUNE 18, 2007

CONTRACT AWARD – RFP07-051 **ADVERTISING AT RECREATION FACILITIES**

Recommendation

The Commissioner of Community Services, in consultation with the Director of Recreation and Culture and the Purchasing Services Department, recommends:

- 1) That Contract RFP07-051, Advertising at Recreation Facilities, be awarded to Futuresign Multimedia Displays Inc. for a three-year term effective September 1st, 2007, with the option to renew on an annual basis for up to two one year terms, at the discretion of the City; and,
- 2) That a by-law be enacted to authorize the Mayor and City Clerk to execute all documentation necessary to complete the contract.

Economic Impact

No change in economic impact. The implementation of RFP07-051 will generate over \$100,000 in revenue over three years.

Communications Plan

RFP07-051, Advertising at Recreation Facilities, was publicly advertised on the City Page, Vaughan Citizen/Liberal and posted on OPBA and ETN on April 12, 2007, with the closing date of April 27, 2007.

Purpose

The purpose of this report is to obtain Council's authorization to enter into a three-year contract with Futuresign Multimedia Displays Inc. for the rental of advertising space in city-operated recreation facilities.

Background - Analysis and Options

The current contract for arena board and miscellaneous advertising at recreation facilities will expire on August 31, 2007.

The City of Vaughan issued RFP07-051 on April 12, 2007 with the closing date of April 27, 2007. The RFP was publicly advertised on the City Page, Vaughan Citizen/Liberal and posted on OPBA and ETN. The proponents had the option to bid in part, namely Part A for the rental of arena board advertising space including other innovative media under provisional items; and Part B for television advertising), or in whole (i.e. Part A and B). Four companies picked up the RFP documents and the following two proponents responded:

1. Futuresign Multimedia Displays Inc.
2. Boardview Advertising Inc.

An evaluation team with representatives from Recreation and Culture, Building and Facilities, Parks Operations and Forestry and Purchasing Services departments was established. The evaluation and selection of the proposals received was based on the following criteria as outlined in the proposal documents:

<u>Selection Criteria</u>	<u>Rating</u>
Revenue/Payment Terms	40%
Overall Business Plan	30%
Added Benefits/Incentives	15%
References/Company History	10%
Audited Financial Statement	5%

Futuresign Multimedia Displays Inc. received the highest overall scores based on the criteria and is therefore the recommended contractor.

Futuresign Multimedia Displays Inc. is a media and sales operation that serves municipal and private arenas and recreation centres in the Greater Toronto Area. Futuresign is our current contractor and has operated in Vaughan for over 12 years, having a client-base of over 400 advertisers in the surrounding area. For the past six years, Futuresign has satisfactorily managed the City's arena board and miscellaneous advertising programs at City recreation facilities. Reference checks were also conducted and favourable comments were received.

Advertising Program at City-Operated Community Centres

Arena board and other innovation advertising media proposed for city-operated community centres (including, but not limited to, clock advertising, digital kiosk advertising, and brochure racks) will give local businesses a venue to advertise goods and services, while television advertising will add technological modernity to our facilities and provide patrons with a new source of information and entertainment.

The advertising program also includes the installation of LCD flat screens in the main lobby and, where applicable, the fitness area of the following community centres: Al Palladini, Chancellor, Garnet A. Williams, Maple and Vellore Village. The City, in consultation with the Contractor, will have televisions installed at additional centres following satisfactory results of this initial pilot. In addition to carrying advertisements, the televisions will broadcast weather, sports, and news. The City also reserves the right to control a scrolling banner section.

All advertising mediums used in the program (televisions, clocks, digital kiosks, etc.) are at the expense of the contractor and advertisers purchasing advertising space with no additional cost to the City of Vaughan.

Relationship to Vaughan Vision 2007

Implementation of this recommendation will pursue innovation and have a positive impact on cost effectiveness.

This report is consistent with the priorities previously set by Council and the necessary resources have been allocated and approved.

Regional Implications

None.

Conclusion

Awarding Contract RFP07-051, Advertising at Recreation Facilities, to Futuresign Multimedia Displays Inc. for a three-year term effective September 1st, 2007, with the option to renew on an annual basis for up to two one year terms, at the discretion of the City of Vaughan will generate revenue through the selling of advertising space at city-operated facilities. The City requires that a

by-law be enacted to authorize the Mayor and City Clerk to execute all documentation necessary to complete the contract.

Attachments

None.

Report Prepared By

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Respectfully submitted,

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Commissioner of Community Services