

THE CORPORATION OF THE  
**CITY OF WHITE ROCK**  
**CORPORATE REPORT**



**DATE:** September 25, 2023

**TO:** Mayor and Council

**FROM:** John Woolgar, Director, Recreation and Culture

**SUBJECT:** Electronic Sign Advertising at Centennial Park

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**RECOMMENDATIONS**

THAT Council:

1. Receive the corporate report dated September 25, 2023, from the Director of Recreation and Culture, titled "Electronic Sign Advertising at Centennial Park" for consideration; and
  2. Approve the key business terms of an agreement with Pattison Outdoor Advertising to become the sales agent for Centennial Park Electronic Sign advertising; and
  3. Authorize the Chief Administrative Officer and the Director, Recreation and Culture, to negotiate and execute the formal agreement for the advertising on the Centennial Park Electronic Sign with Pattison Outdoor Advertising; and
  4. Grant first, second and third reading to "*White Rock Sign Bylaw, 2010, No. 1923, Amendment No. 7, Bylaw, 2023, No. 2478.*"
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**EXECUTIVE SUMMARY**

This corporate report seeks Council endorsement of the key business terms of an Electronic Sign Advertising Licensing Agreement between the City and Pattison Outdoor Advertising (POA), that Council authorize the Chief Administrative Officer and the Director of Recreation and Culture to negotiate and execute the Centennial Park Electronic Sign Advertising Agreement and grant first, second and third reading to "*White Rock Sign Bylaw, 2010, No. 1923, Amendment No. 7, Bylaw, 2023, No. 2478.*" (Appendix A).

**INTRODUCTION/BACKGROUND**

The electronic sign at Centennial Park was replaced in August, 2023. Recreation and Culture and Information Technology staff selected a double-sided, fully digital electronic sign that measures ten (10) feet wide by four (4) feet tall.

Staff have explored revenue generating opportunities for the new sign with multiple outdoor media companies and are proposing to create a formal agreement with POA. POA would be the exclusive sales agent for the Centennial Park electronic sign and will offer advertising opportunities to its network of clients in exchange for a percentage of gross revenue received. The agreement will be based on the following key business terms:

1. The term of the agreement shall be for a period of two (2) years with a renewal period of two (2) additional years.
2. POA will follow the Canadian Code of Advertising Standards when seeking advertisements for the Centennial Park electronic sign.
3. Cigarette or Cannabis ads will not be accepted on the Centennial Park electronic sign, and the City will retain the right to decline any ads that it deems unfit in advance of it being advertised.
4. POA will provide a twenty (20) percent discount to White Rock community groups that wish to advertise on the Centennial Park electronic sign.
5. The City will be allotted a minimum of twenty (20) percent of the advertising time on the electronic sign for recreation and culture, special events, and city-wide messaging.
6. In the event of an emergency or natural disaster, the City will have the option to use one hundred (100) percent of the advertising time on the Centennial Park electronic sign.

### **Sign Bylaw No. 1923**

The current Sign Bylaw states that the following types of signs are specifically prohibited:

*Third Party Signs except for Community Event Signs, Bus Shelter Signs, Courtesy Bench Signs and Directional Signs as regulated by this Bylaw.*

A “Third Party Sign” means a

*Sign which directs attention to a business, commodity, service or entertainment which is conducted, sold or offered elsewhere than on the Premises on which the Sign is located.*

Staff are proposing the following Sign Bylaw amendment to support the new use of the Centennial Park electronic sign and ensure the sign and its use are in compliance with the Sign Bylaw.

*Third Party signs except for Signs authorized by the City on property owned or leased by the City including for third party advertising, Community Event Signs, Bus Shelter Signs, Courtesy Bench Signs and Directional Signs as regulated by this Bylaw.*

### **FINANCIAL IMPLICATIONS**

POA estimates that the Centennial Park electronic sign will generate between \$26,000 to \$36,400 in net revenue to the City annually.

The new digital billboard was purchased as a 2023 capital improvement item. No additional costs to the City will be required to enter into an advertising agreement with POA.

### **LEGAL IMPLICATIONS**

Staff will have legal counsel review the agreement before its execution with POA.

### **INTERDEPARTMENTAL INVOLVEMENT/IMPLICATIONS**

An amendment to Sign Bylaw No 1923 is necessary to ensure the Centennial Park electronic sign is in compliance with City regulations.

### **ALIGNMENT WITH STRATEGIC PRIORITIES**

Advertising on the Centennial Park Electronic Sign is aligned with the following Council

**Strategic Priorities:**

1. Increase revenue from City programs, assets, and services.
2. Realize service delivery efficiencies via digital transformation and aligning existing processes with best practices.

**OPTIONS / RISKS / ALTERNATIVES**

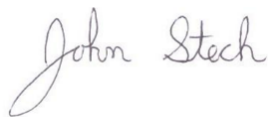
Council has the following alternative options:

1. Decline to enter into the advertising agreement with POA and continue to control one-hundred (100) percent of the messages displayed on the electronic sign. No revenue would be generated and no Sign Bylaw amendment would be required under this alternative.
2. Direct staff to keep a higher percentage of the advertising time on the Centennial Park electronic sign, acknowledging that this will result in less revenue to the City.
3. Direct staff to seek advertisers on their own. It is anticipated that without the expertise and network of an outdoor media company, the City would not be able to generate similar revenue to what Pattison Outdoor Advertising is estimating and would require additional staff time/resources.

**CONCLUSION**

The Centennial Park electronic sign is a valuable new communication tool for the City. It will allow City staff to promote programs, activities, and special events to over 11,000 vehicles that pass it each day. The sign can now be monetized to create revenue for the City through entering into an advertising agreement with POA. Staff recommend Council give first, second and third reading to "White Rock Sign Bylaw, 2010, No. 1923, Amendment No. 7, Bylaw, 2023, No. 2478.

Respectfully submitted,



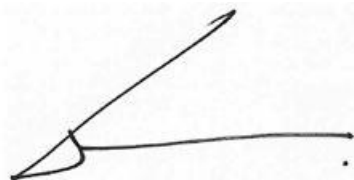
John Stech  
Manager, Community Recreation



Wayne Berg,  
Manager, Building & Bylaw Enforcement

**Comments from the Chief Administrative Officer**

I concur with the recommendations of this corporate report.



Guillermo Ferrero  
Chief Administrative Officer

Appendix A: Draft White Rock Sign Bylaw, 2010, No. 1923, Amendment No. 7, Bylaw, 2023,  
No. 2478.