



Corporate NO: R215

Report COUNCIL DATE: October 2, 2000

REGULAR COUNCIL

TO: Mayor & Council **DATE: September 22, 2000**

FROM: General Manager, Engineering **FILE: 0313-001**

SUBJECT: Landscape Advertising Program

RECOMMENDATION

1. That the concept of the Landscape Advertising Program be endorsed by Council.
2. That staff be authorized to negotiate an agreement with Genuine Advertising for implementation of the Landscape Advertising Program as noted in the report.

DISCUSSION

Landscape Advertising is a concept other communities have utilized for beautifying high profile City lands and rights-of-way. The program provides another vehicle for Surrey to address the objectives of "Clean City", business promotion/attraction and revenue generation.

In February 2000, the Engineering Department issued a Request for Proposal to the marketing industry to provide for landscaped structures of corporate logos, to solicit the companies or attractions interested in advertising via these structures and to provide for the construction of them on City owned lands. Landscape Advertising has also been identified by Economic Development as a business image initiative. This report has been partnered with that Office and in consultation with the Parks, Recreation and Culture Department, who proposed the concept several years ago.

The overall intent of this program is threefold:

1. Improve the aesthetic nature of the City's high profile lands and rights-of-way where deemed appropriate;
2. Provide another avenue to highlight Surrey's business community or tourist attractions;
3. Generate a source of revenue through advertising funds.

Scope of Landscape Advertising Program

The scope of this initiative is to engage the services of a firm to provide an “all inclusive” landscape advertising package. In general, the firm would be responsible for the following:

- Soliciting advertising funds from local, national and international companies to implement their corporate logos in a landscaped manner along identified City lands and rights-of-way to a maximum of ten sites throughout the City;
- Constructing corporate logo displays in an environmentally friendly manner using natural materials such as shrubs, flowering plants, rock, logs, etc.;
- Ensuring that all landscape logo displays are professionally designed by a registered landscape architect to ensure that each display compliments both the companies being advertised and the surrounding geographic area; and
- Managing and maintaining the structures on a regular basis as required throughout the year to ensure they are in acceptable condition at all times and in keeping with the Surrey's Clean City initiatives.

It is intended that the above process be delivered as a revenue generation initiative with no start-up or on-going costs to the City. Compensation to the firm would be provided directly via advertising funds from their various clients. In turn, the firm would be required to provide payment to the City for use of City lands and rights-of-way.

The selection of potential locations for the displays would be carefully determined by the City to ensure that the landscaped structures are placed in appropriately zoned areas (commercial, light industrial) as well as locations where they will provide positive impact such as at City gateways, along major arterial routes, within City parks, etc.. In addition, each display would be designed to improve the landscape quality at a particular location and be customized to respond to the aesthetics of the land.

These high exposure sites will offer businesses the opportunity to familiarize the travelling public with their company in a responsible and aesthetic manner and will build on the business image we have established for the city.

An example of how a landscape advertising structure can visually enhance an area has been depicted in Appendix “A”. Specific provisional criteria for the landscaped structures have been defined in the attached Appendix “B”.

REQUEST FOR PROPOSAL SUBMISSIONS

As noted at the beginning of this report, the Engineering Department issued a Request for Proposal for the noted works in February 2000.

The Engineering Department received only one submission to the proposal call which was provided by a Vancouver based advertising company named Genuine Advertising, Limited. This company is a full service advertising agency which operates throughout British Columbia and Alberta. Their current clients include Rogers Cantel, BC Gas, 7-Eleven and Listel Hotels.

It is proposed that the City enter into an agreement with Genuine Advertising for five consecutive one-year renewable agreements (the one-year renewable concept allows each party to terminate the arrangement at the end of each year, if so required). As per the term of the agreement, the consultant would be responsible for removing landscaped structures and restoring the underlying lands to its original condition in the event that the agreement is terminated, regardless of the initiator of the termination.

Revenue Generation Proposal

Genuine Advertising proposes to provide the City with twenty percent of all gross advertising sales generated. The proposal is based on gross sales of \$25,000 per site per year. Their target is to initiate five sites at the onset of the agreement and then add 5 additional sites throughout 2001. Should they be successful at achieving this target, these ten sites will potentially generate \$250,000 gross annually, with the City realizing 20% (\$50,000) in revenues annually.

City Advertising Policy

The landscape advertising initiative, as proposed, falls within and meets all requirements of the City's Corporate Policy on "Advertising On City Mediums" (reference: City Policy Number L-4, approved July 29, 1997 Resolution Number 97-2396). Any proposal to place advertising on City Park land would be referred for consideration under the Advertising Policy of the Parks, Recreation and Culture Commission.

CONCLUSION

The Engineering Department issued a Request for Proposal in February 2000 for landscape advertising services. The purpose of this program is to create aesthetically pleasing landscaped corporate logo structures at key locations throughout the City, in the spirit of the Clean City Campaign, while deriving a revenue generation source for the City and capitalizing on an opportunity to promote its business image.

It is proposed that the City engage in a year-to-year agreement (for a maximum of five years) with Genuine Advertising, Limited, the sole respondent to this RFP. City staff will work closely with Genuine advertising in determining viable advertising locations for the landscaped logo structures.

Jorgen Johansen, P. Eng.
General Manager, Engineering

RAC/

Attachments

c.c. - General Manager, Parks, Recreation & Culture

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