

JCDecaux Boston, Inc.  
88 Black Falcon Avenue  
Suite 146  
Boston, MA 02210-2430  
Tel. (617) 757 - 8503

March 7, 2019

The Honorable Martin J. Walsh  
City of Boston  
Office of the Mayor  
One City Hall Square  
Boston, MA 02201

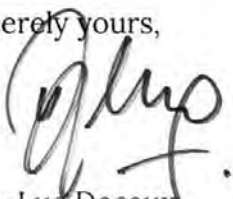
Dear Mayor Walsh,

In conformance with our reporting obligations related to the City of Boston Coordinated Street Furniture Program, we are pleased to submit our Annual Report for 2018. The 2018 Annual Percentage Fee was paid by check on February 28, 2019 and the 2019 Annual Fixed Fee of \$1,500,000 will be paid no later than March 31, 2019.

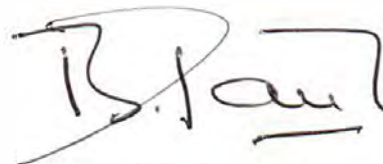
We are excited to have installed 5 digital units in October of 2018 in connection with our digital pilot program to upgrade certain City Information Panels with digital screens. We look forward to expanding this digital program and providing a digital platform which will transform Public Service Messaging in Boston with flexibility and enhanced imagery and create a powerful messaging network for the 21<sup>st</sup> century.

Thank you for your continued leadership and support in facilitating this innovative and important program.

Sincerely yours,



Jean-Luc Decaux  
President & Co-Chief Executive Officer



Bernard Parisot  
Co-Chief Executive Officer

cc: City of Boston  
Peter O'Sullivan, Project Director-Street Furniture Program

JCDecaux Boston, Inc.  
Gabrielle Brussel  
Nicolas Clochard-Bossuet

# JCDecaux Boston, Inc. 2018 Reporting March 7, 2019

Jean-Luc Decaux  
*President & Co-Chief Executive Officer*

Bernard Parisot  
*Co-Chief Executive Officer*

## Part 1

# 2018

CITY *of* **BOSTON**

**Table of Contents – Part 1**

Annual Reporting

**Executive Summary.....4**

**Payment Summary.....5**

**License Royalty Free Breakdown/Annual Percentage Fee.....6**

**Reporting Obligation Certification (Section 5.5).....7**

**Employment and Procurement (8.5).....8**

**Boston Jobs Policy (Section 13.1).....9**

**Reporting Requirements (Section 13.4).....10**

*Note: All text referenced herein is taken from the Agreement between the City of Boston and Wall USA, Inc. for the Implementation of a Coordinated Street Furniture Program dated as of May 2, 2001, as amended by and between the City of Boston and Wall USA, Inc. All references to “JCDecaux” or the “Company” shall mean JCDecaux Boston, Inc. formerly known as Wall USA, Inc. and Wall Decaux, Inc. and all references to the “City” or “Boston” shall mean the City of Boston.*

## Executive Summary

JCDecaux Boston, Inc. operates the City of Boston Coordinated Street Furniture Program. Architectural elements such as Automatic Public Toilets, Bus Stop Shelters, and City Information Panels (“CIPs”) are designed, manufactured, installed and maintained at no cost to taxpayers. In 2018, we installed five digital units in connection with our pilot program with a view to expanding the program to more CIPs. With a full-time maintenance staff of fourteen, JCDecaux Boston maintains approximately 447 products throughout the City.

The contractual \$1,500,000 Annual Fixed Fee payment for 2019 will be made no later than March 31, 2019. A check for the 2018 Annual Percentage Fee was issued to the City of Boston on February 28, 2019.

# CITY of BOSTON

New Digital Pilot CIP



Information Panel



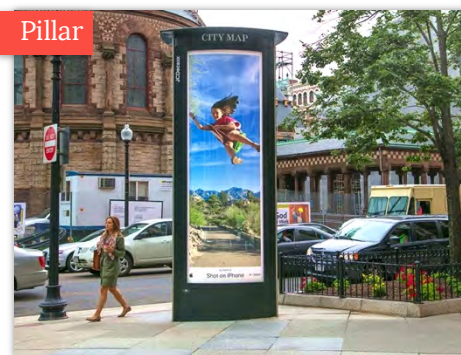
Public Toilet



Bus Shelter



Pillar



**Boston's Coordinated Street Furniture Program**

Summary of Payments to the City of Boston

<b>Year</b>	<b>Fixed Fee</b>	<b>Percentage Fee</b>	<b>Total Annual Payments</b>
<b>TOTAL</b>	<b>\$19,750,000</b>	<b>\$15,199,860</b>	<b>\$34,949,860</b>

### **3.2 Annual Percentage Fee**

The Company pays the City a license royalty fee (the “Annual Percentage Fee”) equal to ten percent (10%) of the annual gross revenues received by the Company from advertising on all Phase 1A Licensed Structures, and equal to fifteen percent (15%) of the annual gross revenues received by the Company from the advertising on all Phase 1B structures. As used herein, “annual gross revenues” means all income, money and revenue received by the Company or an agent, affiliate, parent, partner subsidiary, nominee, contractor, subcontractor, or other representative of the Company from the placement of advertising or granting of rights to place advertising on the Licensed Structures.

### **5.5 Affirmative Reporting Obligations**

Pursuant to section 5.5(ii), the Company has provided the City with information regarding all individuals and entities which the Company has entered into contract with, in connection with the leasing of advertising on the Licensed Structures during fiscal year 2018.

### **8.5 Employment and Procurement**

Pursuant to Section 8.5 (A), the Company has provided the City with information regarding a breakdown of its employees in its manufacturing center. The following sets out such a breakdown (by hours worked).

Pursuant to Section 8.5 (B), the Company has provided the City with information regarding the Company's vendors who are located in the Empowerment Zone.



### **13.1 Boston Jobs Policy**

In accordance with Section 13.1, the Company has provided the City with information regarding the percentage of hours worked by construction companies that meet various requirements under the Boston Jobs Policy.

### **13.4 Reporting Requirements**

In accordance with 13.4 (i-ii), the Company has provided the City with information regarding the earnings of the Company's individual employees who work in its Manufacturing Center.

Pursuant to Section 13.4 (iii), the Company has provided the City with information regarding a breakdown of all entities which the Company has paid in connection with the Agreement.

Pursuant to Section 13.4 (iv), the following sets out a breakdown of Company vendors as categorized by Minority Business Enterprises and Women Business Enterprises and specifies which are located in the Empowerment Zone.

JCDecaux Boston, Inc.  
2018 Reporting  
March 7, 2019

Jean-Luc Decaux  
*President & Co-Chief Executive Officer*

Bernard Parisot  
*Co-Chief Executive Officer*

Part 2

20  
18

CITY *of* BOSTON

**Table of Contents – Part 2**

Additional Reporting

**Public Service Campaigns.....13**

**Paid Advertising Campaigns.....23**

Public Service  
Campaigns

20  
18

CITY *of* BOSTON

**Public Service Advertising for 2018**

<b>BOSTON</b>		
<b>BOOKING ID</b>	<b>ADVERTISER</b>	<b>CAMPAIGN</b>
20181432	City of Boston	The 16th Annual Taste of South Boston
20182408	City of Boston	Boston Pops 4th of July celebration
20183229	City of Boston	Commonwealth Shakespeare Company
20184218	City of Boston	Annual South Boston Christmas House Tour
20184240	City of Boston	Boston Landmarks Orchestra 2017 Concerts
20184306	City of Boston	BuildALifeMA.org
20184395	City of Boston	Boston Seafood Festival
20184931	City of Boston	South Boston Street Festival
20185159	City of Boston	Mayor's Office of Arts and Culture
20186343	City of Boston	Jamaica Plain Open Studios
20186407	City of Boston	Fenway Alliance
20186599	City of Boston	Boston Election Department - Early Voting
20188556	City of Boston	Bring Your Own Bag
20185858	Ians Friends Foundation	Ians Friends Foundation
20180531	Jamaica Plain Music Festival	Jamaica Plain Music Festival



**BOSTON**

The 16th Annual Taste of South Boston  
 3/12/18 - 4/8/18  
 4 Weeks  
 13 Faces



**BOSTON**

Boston Pops 4th of July Celebration  
 6/11/18 - 7/8/18  
 4 Weeks  
 25 Faces



**BOSTON**

Commonwealth Shakespeare Company  
7/2/18 - 7/29/18  
4 Weeks  
15 Faces



**BOSTON**

Annual South Boston Christmas Tour  
11/12/18 - 12/2/18  
3 Weeks  
5 Faces





**BOSTON**

Boston Landmarks Orchestra 2018 Concerts  
7/9/18 - 8/26/18  
7 Weeks  
14 Faces



**BOSTON**

BuildALifeMA.org  
7/2/18 - 7/29/18  
4 Weeks  
50 Faces



**BOSTON**

Boston Seafood Festival  
7/16/18 - 8/5/18  
3 Weeks  
20 Faces



**BOSTON**

South Boston Street Festival  
8/20/18 - 9/16/18  
4 Weeks  
15 Faces



**BOSTON**  
 Mayor's Office of Arts & Culture  
 9/3/18 - 12/2/18  
 13 Weeks  
 25 Faces

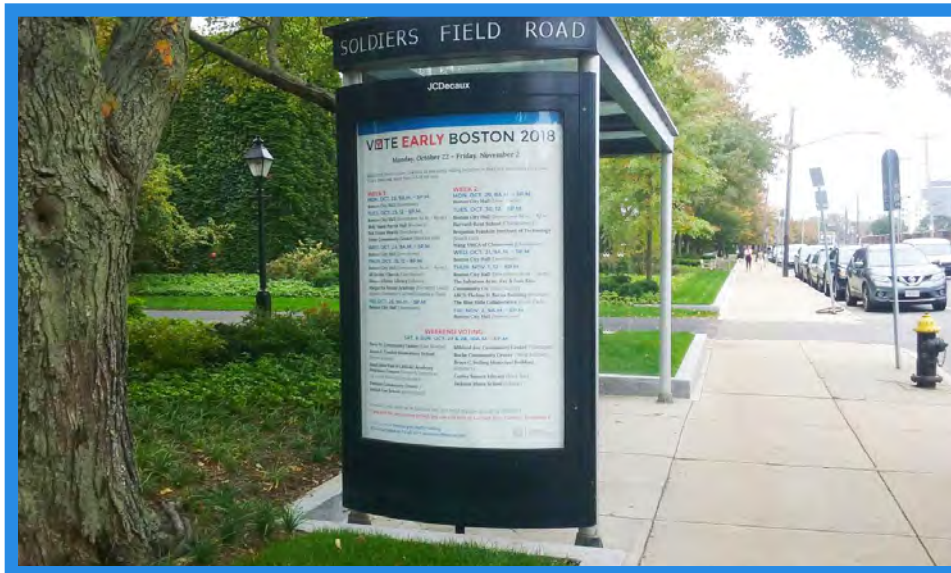


**BOSTON**  
 Jamaica Plain Open Studios  
 9/17/18 - 9/23/18  
 1 Week  
 3 Faces



**BOSTON**

Fenway Alliance  
 9/17/18 - 10/14/18  
 4 Weeks  
 21 Faces



**BOSTON**

Boston Election Department - Early Voting  
 10/8/18 - 11/4/18  
 4 Weeks  
 44 Faces



**BOSTON**  
 Bring Your Own Bag  
 12/17/18 - 1/13/19  
 4 Weeks  
 50 Faces



**BOSTON**  
 Ian's Friends Foundation  
 10/1/18 - 10/28/18  
 4 Weeks  
 5 Faces



**BOSTON**

Jamaica Plain Music Festival

8/13/18 - 9/9/18

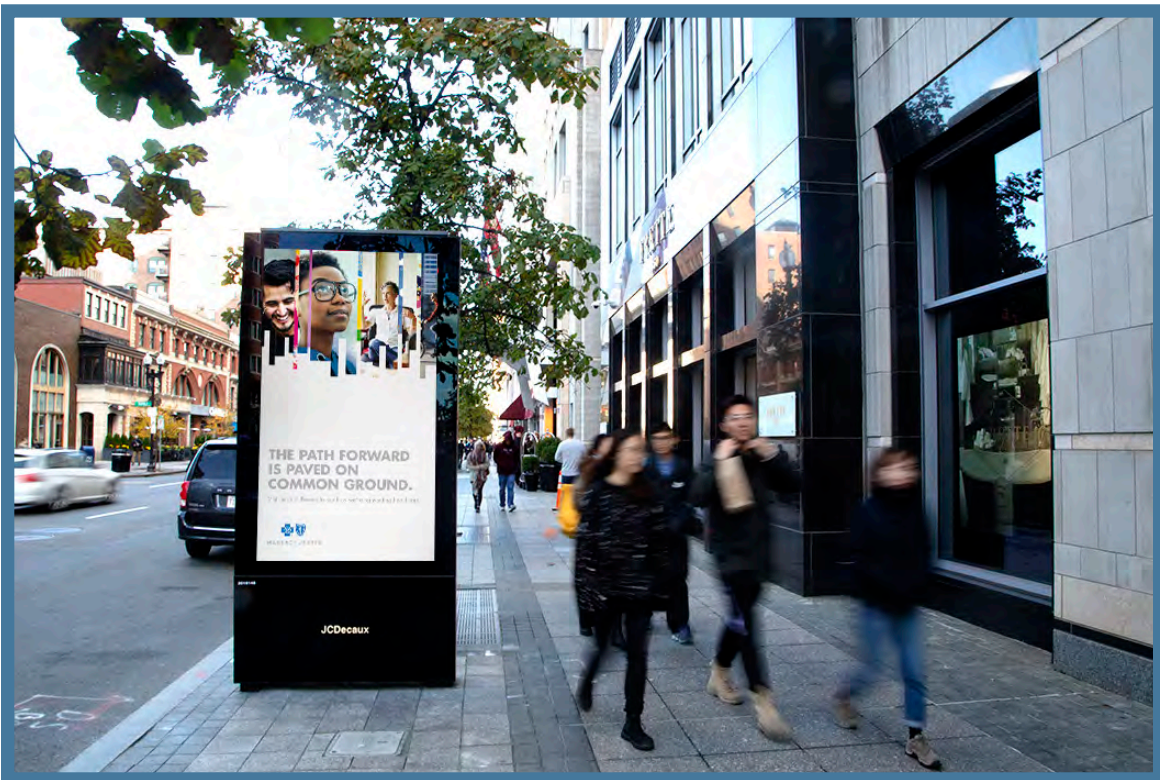
4 Weeks

10 Faces

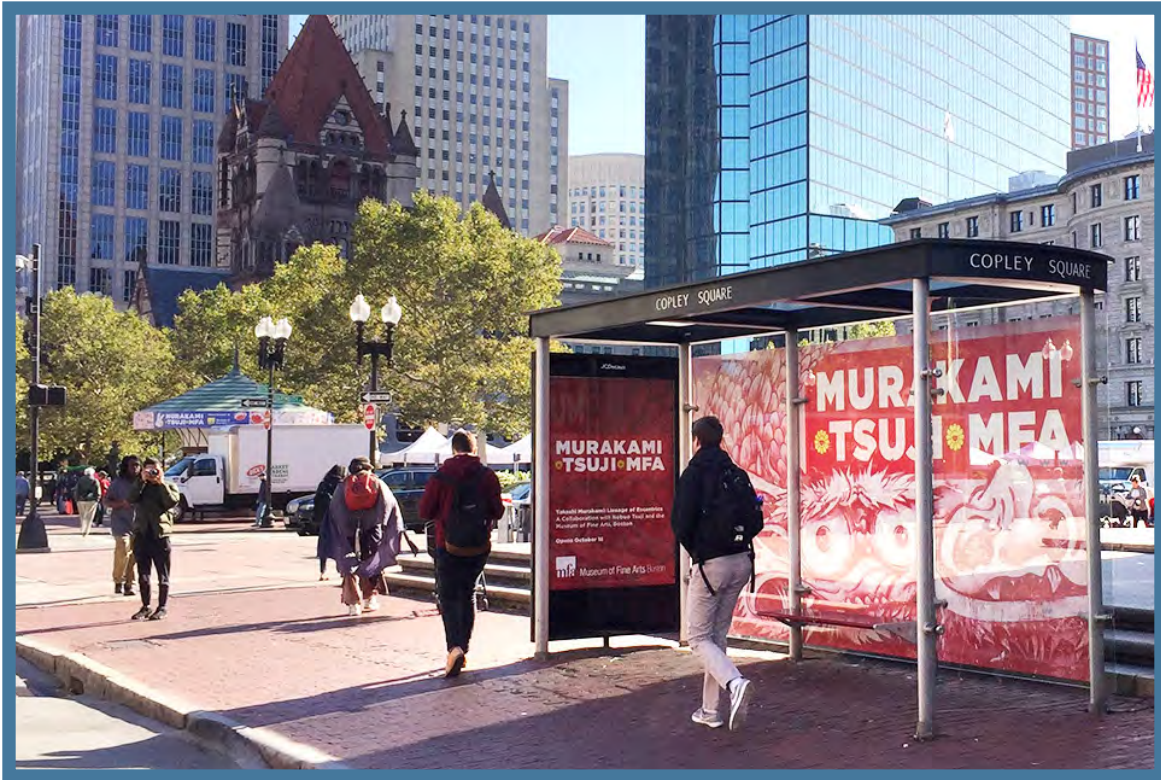
# Paid Advertising Campaigns

20  
18

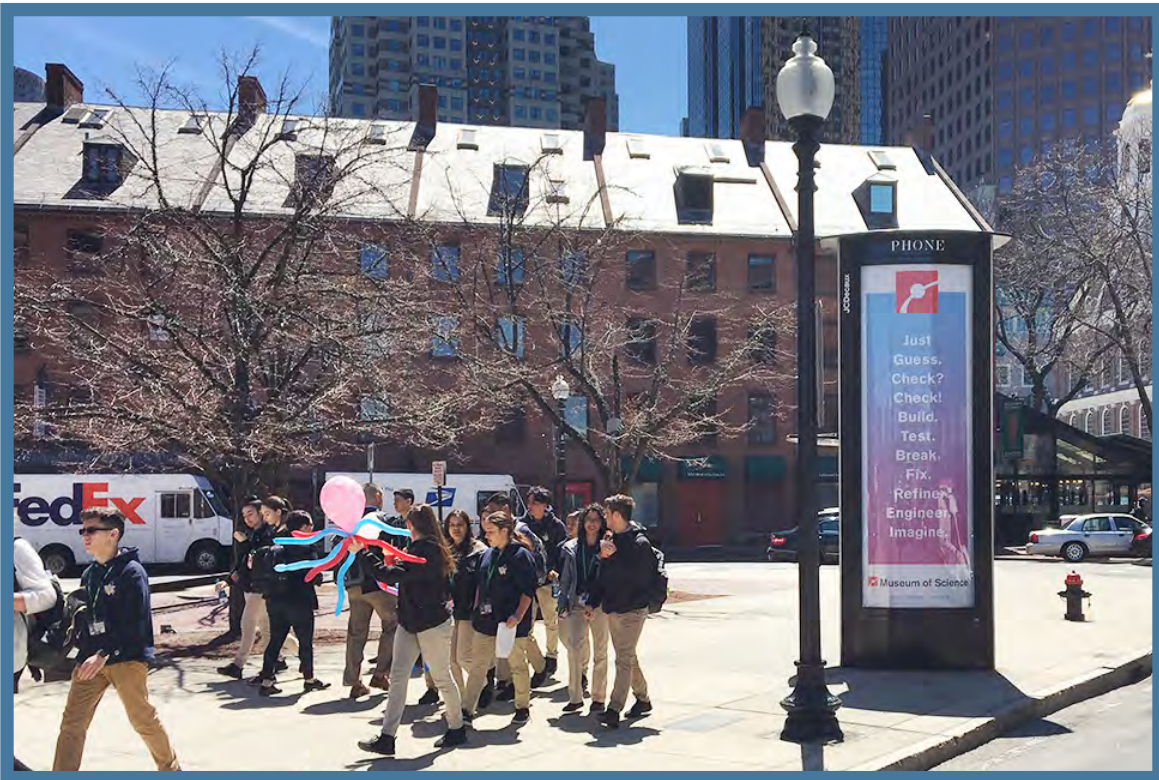
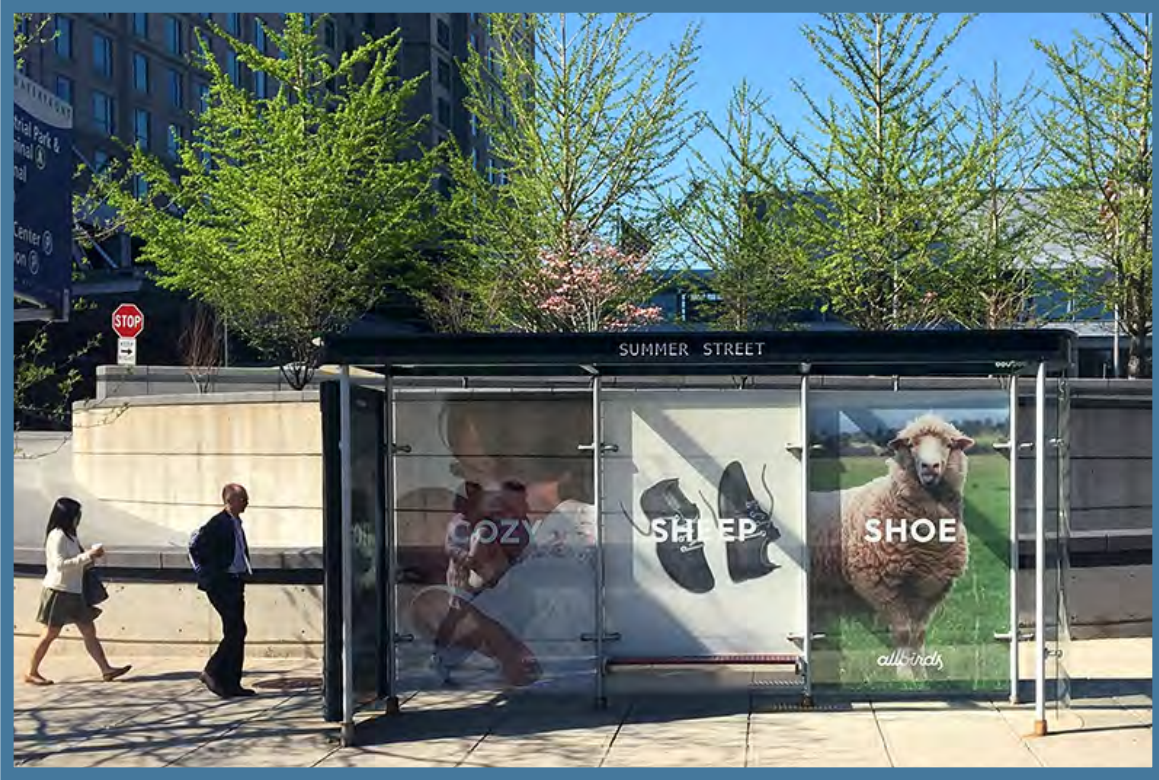
CITY *of* **BOSTON**





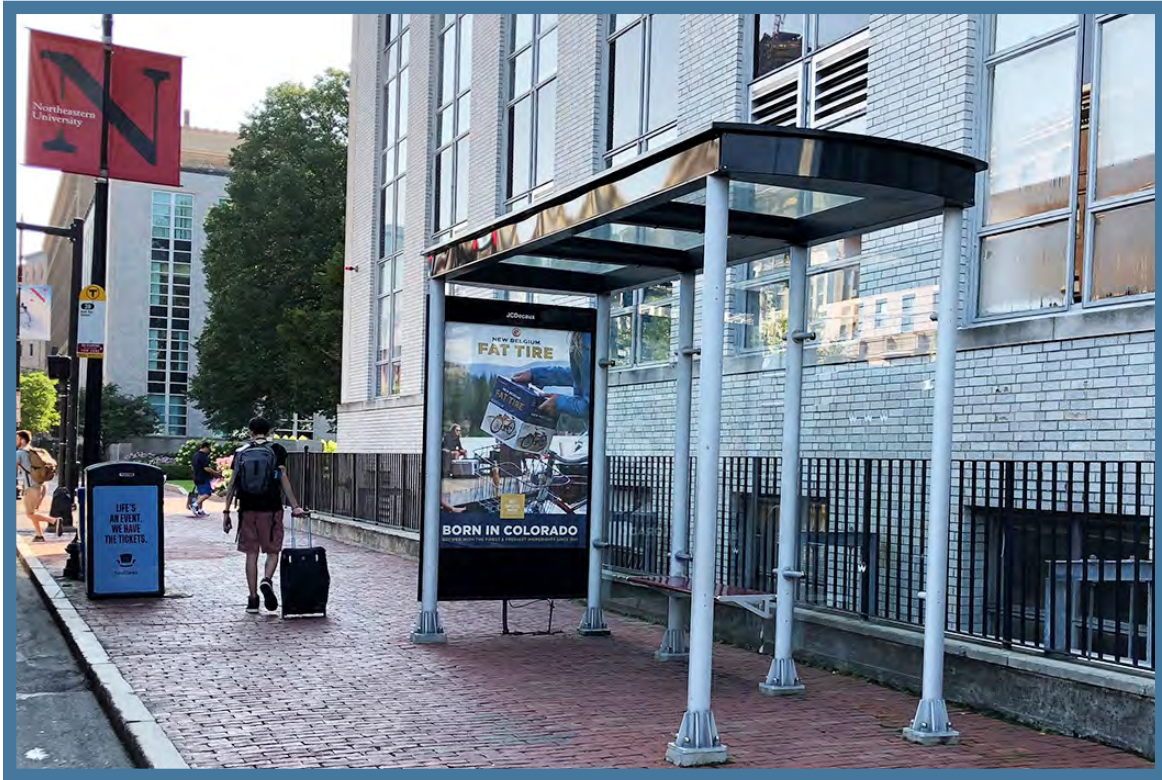


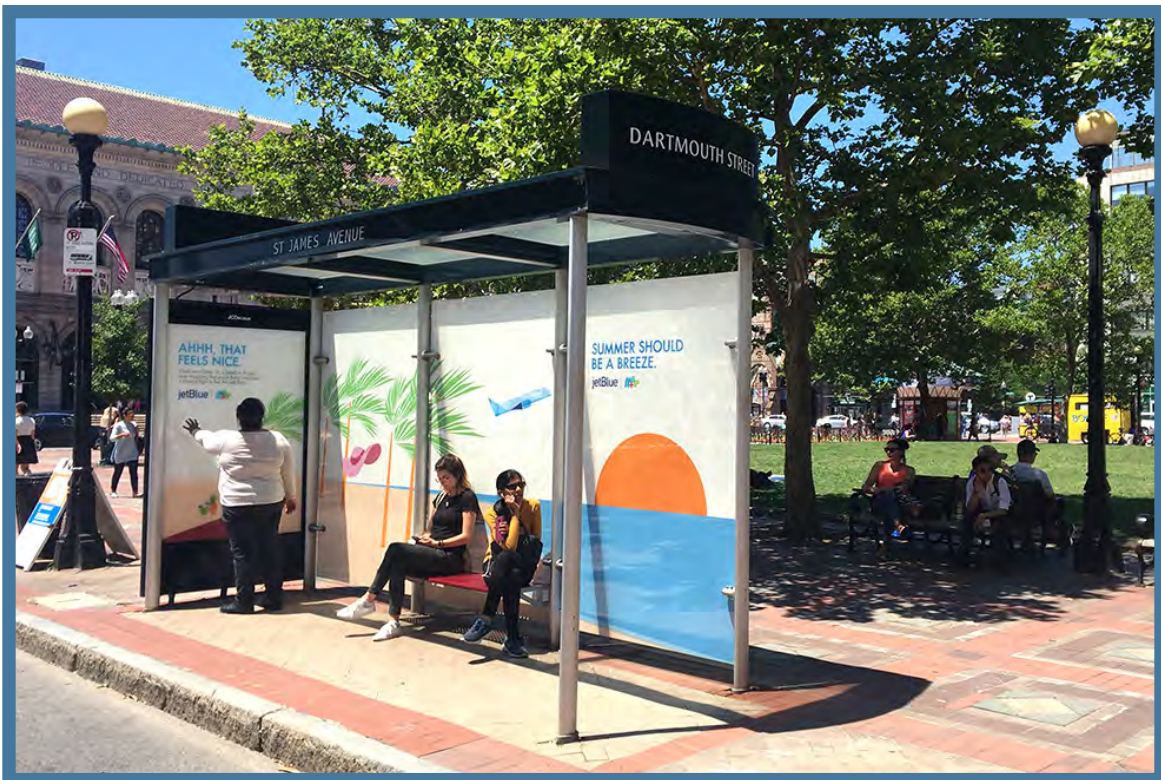






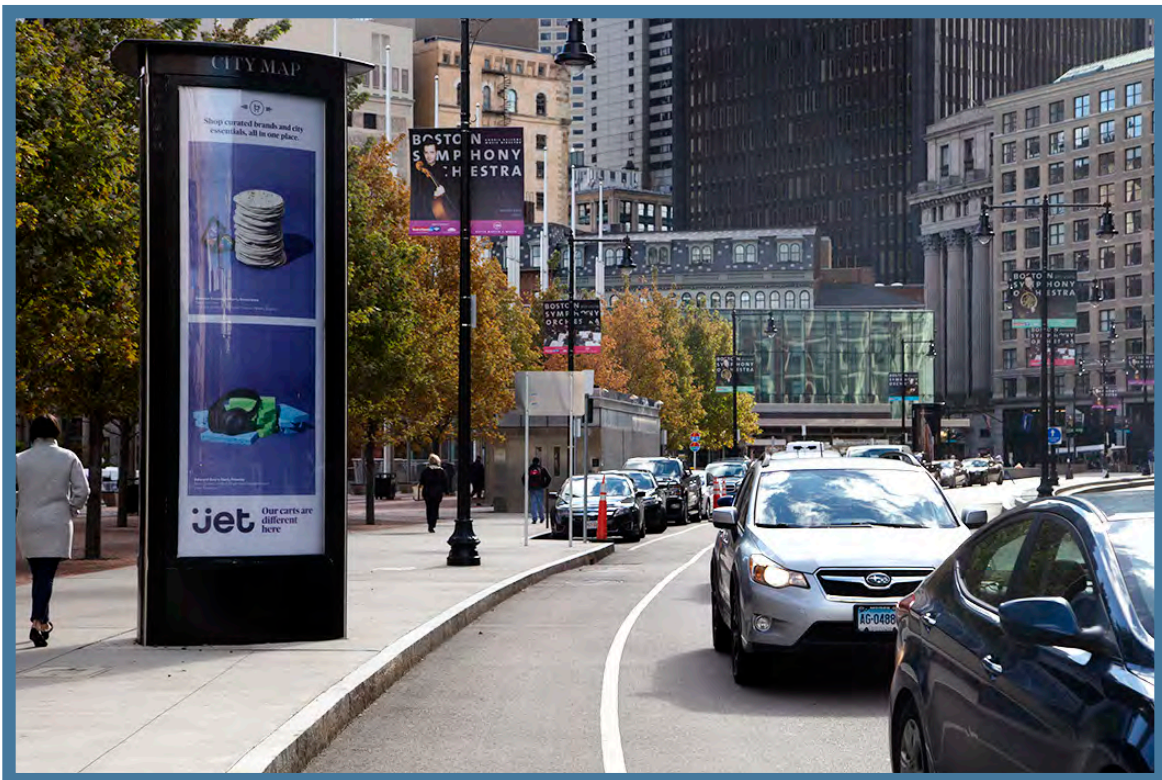








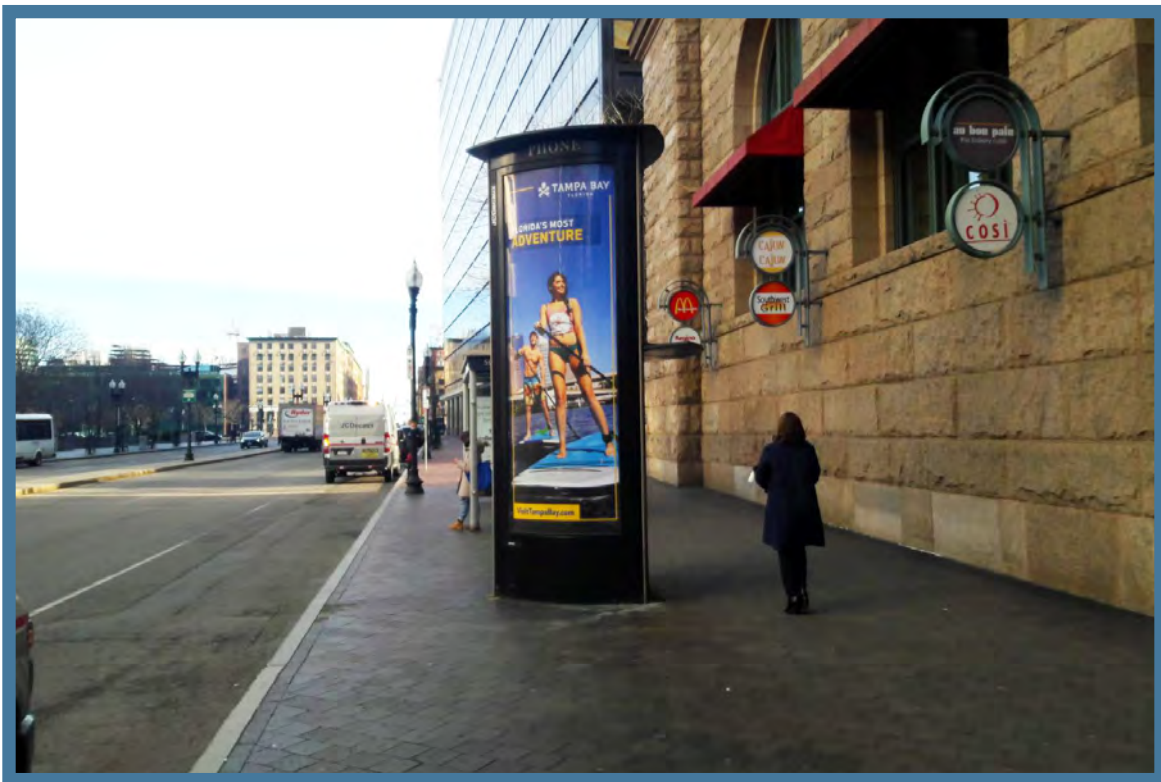




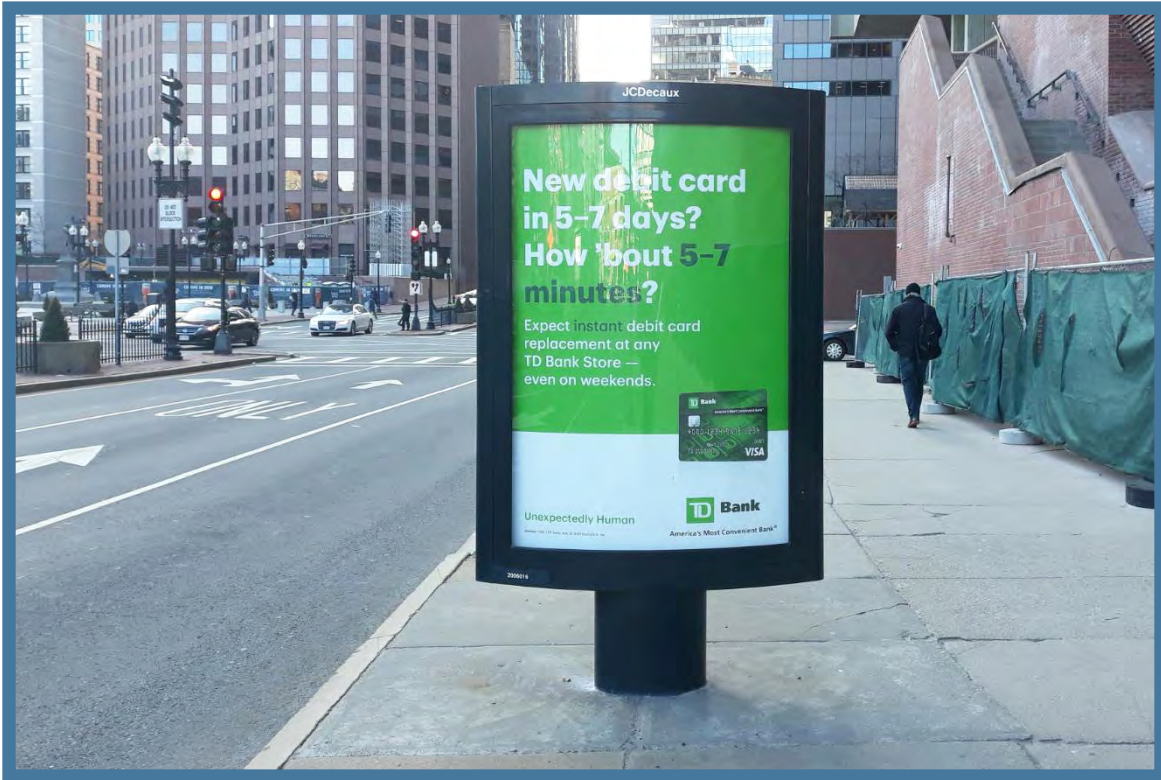


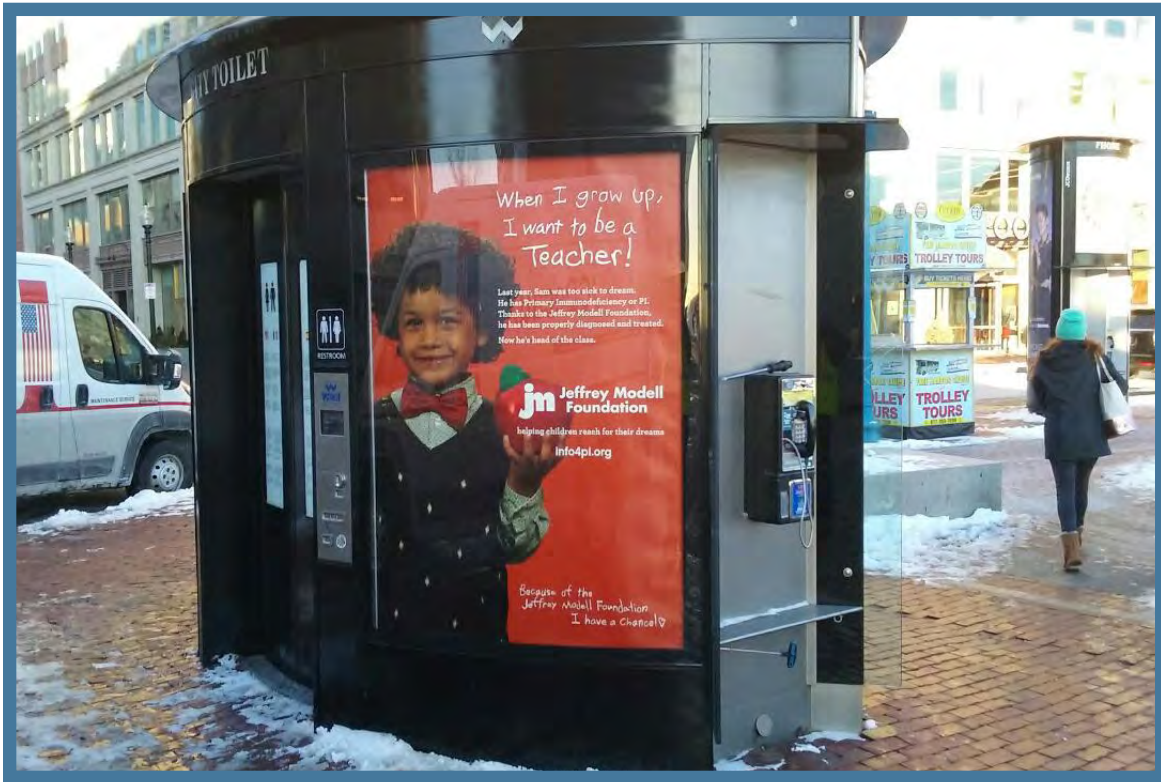














**JCDecaux Boston, Inc.**  
**2018 Annual Reporting for the City of Boston**

March 7, 2019  
Jean-Luc Decaux, President & Co-Chief Executive Officer  
Bernard Parisot, Co-Chief Executive Officer

**CITY of BOSTON**

