

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

March 3, 2020

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

Dear Mayor Walsh,

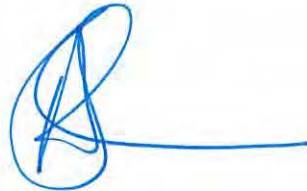
In conformance with our reporting obligations related to the City of Boston Coordinated Street Furniture Program, we are pleased to submit our Annual Report for 2019. The 2019 Annual Percentage Fee of \$1,069,190.74 was paid by check on March 2, 2020 and the 2019 Annual Fixed Fee of \$1,500,000 will be paid no later than April 1, 2020.

Thank you for your continued leadership and support in facilitating this innovative and important program. We are excited to be a part of the transformation of Boston's streetscape with the digital conversion of more than 50 City Information Panels, which affords Boston a broad-based public messaging platform.

Sincerely yours,



Jean-Luc Decaux  
President & Co-Chief Executive Officer



Alan Sullivan  
Co-Chief Executive Officer

cc: City of Boston

Chris Osgood, Chief of Streets, Transportation, and Sanitation  
Indira Alvarez, Interim Commissioner, Property Management  
Jacob Wessel, Public Realm Director  
Peter O'Sullivan, Direct of Asset Management

JCDecaux Boston, Inc.  
Gabrielle Brussel  
Nicolas Clochard-Bossuet  
Jamie Morrissey

JCDecaux Boston, Inc.  
2019 Reporting  
March 3, 2020

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

Alan Sullivan  
*Co-Chief Executive Officer*

20  
19

CITY *of* BOSTON

JCDecaux Boston, Inc.  
2019 Reporting  
March 3, 2020

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

Alan Sullivan  
*Co-Chief Executive Officer*

Part 1

20  
19

CITY *of* BOSTON

**Table of Contents – Part 1**

Annual Reporting

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

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

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

**Affirmative Reporting Obligations (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 2019, we began the rollout of our new digital CIPs. At the completion of the rollout, there will be 52 digital units installed. With a full-time maintenance staff of fourteen, JCDecaux Boston maintains approximately 433 products throughout the City.

The contractual \$1,500,000 Annual Fixed Fee payment for 2020 will be made no later than April 1, 2020. A check for the 2019 Annual Percentage Fee equal to \$1,069,190.74 was issued to the City of Boston on March 2, 2020.

# CITY of BOSTON

New Digital CIP



Static CIP



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>\$21,250,000</b>	<b>\$16,269,051</b>	<b>\$37,519,051</b>

**3.2 Annual Percentage Fee**

### **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 during fiscal year 2019.

### **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.

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 Company has provided the City with information regarding a breakdown of vendors as categorized by Minority Business Enterprises and Women Business Enterprises and specified which are located in the Empowerment Zone.

JCDecaux Boston, Inc.  
2019 Reporting  
March 3, 2020

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

Alan Sullivan  
*Co-Chief Executive Officer*

Part 2

20  
19

CITY *of* BOSTON



## **Table of Contents – Part 2**

### Additional Reporting

<b>Public Service Campaigns.....</b>	<b>13</b>
<b>Paid Advertising Campaigns.....</b>	<b>26</b>

Public Service  
Campaigns

20  
19

CITY *of* **BOSTON**

## Public Service Advertising for 2019

<b>BOSTON</b>		
BOOKING ID	ADVERTISER	CAMPAIGN
SM003278	City of Boston	The Fenway Alliance
20190628	JP Music Festival	Jamaica Plain Music Fest
20190946	Jamaica Plain Centre	First Thursday
20191568	City of Boston	City of Boston (Taste of South Boston)
20192117	City of Boston	City of Boston (Boston's Safest Driver 2.0)
SM003217	Boston Parks & Recreation Department	City of Boston (Moakley Park Dvp)
20193155	City of Boston	City of Boston (4th of July 4th Celebration)
20193505	City of Boston	City of Boston (Mass Robotics)
20193561	FIA Action for Road Safety	FIA
20193905	City of Boston	City of Boston (Farmers Market)
20194270	City of Boston	Orchestra)
SM003116	City of Boston	City of Boston (Commonwealth Shakespeare)
SM003140	City of Boston	City of Boston (Boston Seafood Festival)
SM003146	City of Boston	City of Boston (Christmas House Tour)
SM003344	Estee Lauder Breast Cancer Awareness	Estee Lauder Breast Cancer Awareness
SM003346	City of Boston	Ethos
SM003350	Ralph Lauren Advertising	Ralph Lauren Pink Pony
SM003397	City of Boston	20th Annual South Boston Street Festival
SM003448	City of Boston	City of Boston's Age Strong Commission
SM003451	City of Boston	Ethos
SM003267	Boys & Girls Club of America	Boys & Girls Club



**CITY OF BOSTON**

Fenway Alliance - City of Boston

9/16/19 - 10/13/19

4 Weeks

13 Faces



**CITY OF BOSTON**

Jamaica Plain Music Festival

8/12/19 - 9/8/19

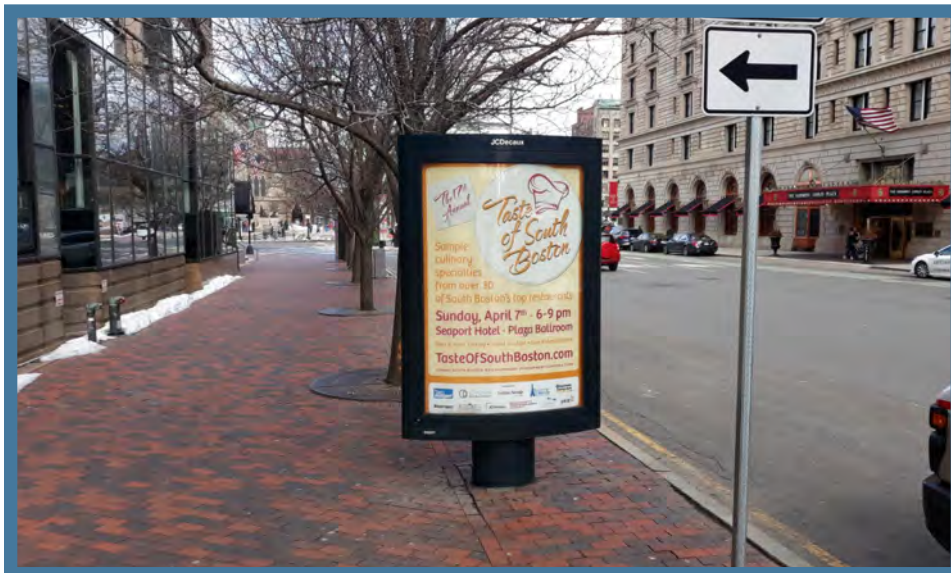
4 Weeks

17 Faces



**CITY OF BOSTON**

Jamaica Plain Centre - First Thursday  
2/18/19 - 11/24/19  
40 Weeks  
4 Faces



**CITY OF BOSTON**

Taste of South Boston - City of Boston  
3/11/19 - 4/7/19  
4 Weeks  
19 Faces





**CITY OF BOSTON**

City of Boston - Boston's Safest Driver 2.0

4/29/19 - 6/30/19

9 Weeks

25 Faces



**CITY OF BOSTON**

Moakley Park Development - City of Boston

8/19/19 - 9/15/19

4 Weeks

20 Faces



**CITY OF BOSTON**

City of Boston - 4th of July Celebration  
6/10/19 - 7/7/19  
4 Weeks  
25 Faces



**CITY OF BOSTON**

City of Boston - Mass Robotics  
5/20/19 - 7/14/19  
8 Weeks  
24 Faces





**CITY OF BOSTON**  
 FIA Action for Road Safety  
 5/20/19 - 6/9/19  
 3 Weeks  
 60 Faces



**CITY OF BOSTON**  
 Farmers Market - City of Boston  
 6/3/19 - 6/30/19  
 4 Weeks  
 2 Faces





**CITY OF BOSTON**

Boston Landmark Orchestra - City of Boston

7/8/19 - 8/25/19

7 Weeks

15 Faces



**CITY OF BOSTON**

Commonwealth Shakespeare - City of Boston

7/15/19 - 8/11/19

4 Weeks

13 Faces



**CITY OF BOSTON**

Boston Seafood Festival - City of Boston

7/22/19 - 7/28/19

1 Weeks

21 Faces



**CITY OF BOSTON**

Christmas House Tour - City of Boston

11/11/19 - 12/8/19

4 Weeks

5 Faces





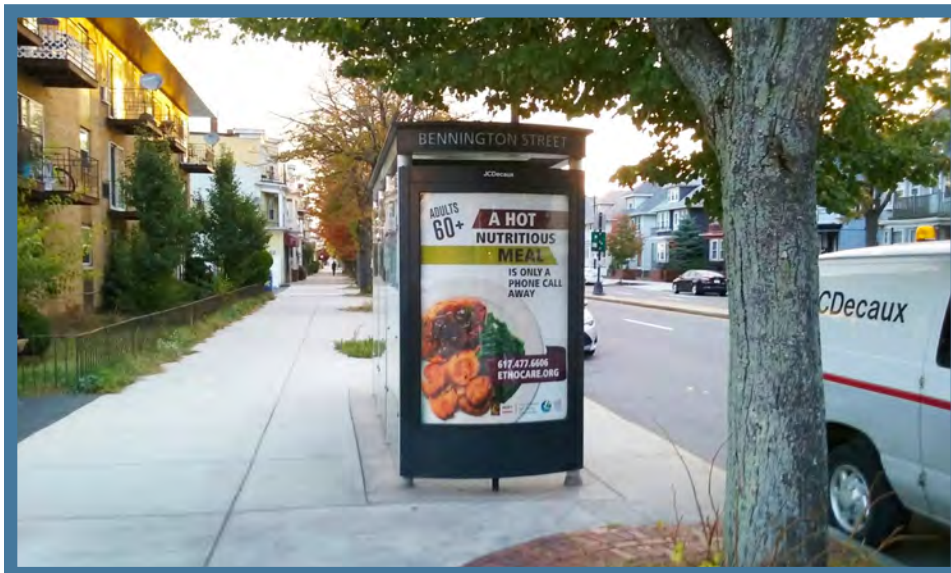
**CITY OF BOSTON**

Estee Lauder Breast Cancer Awareness

9/30/19 - 11/3/19

5 Weeks

10 Faces



**CITY OF BOSTON**

Ethos - City of Boston

10/7/19 - 11/3/19

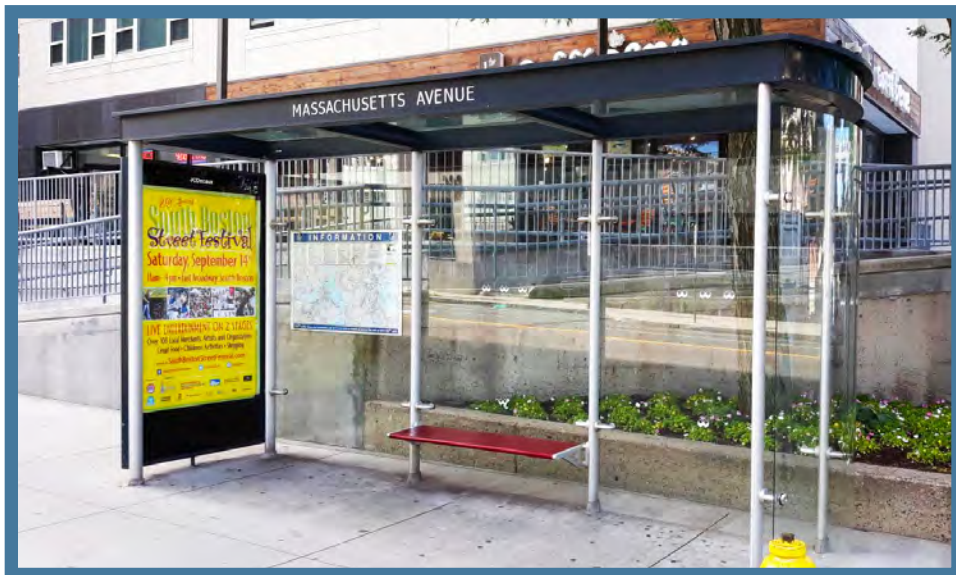
4 Weeks

16 Faces



**CITY OF BOSTON**

Ralph Lauren Pink Pony - Breast Cancer  
10/7/19 - 11/3/19  
4 Weeks  
11 Faces



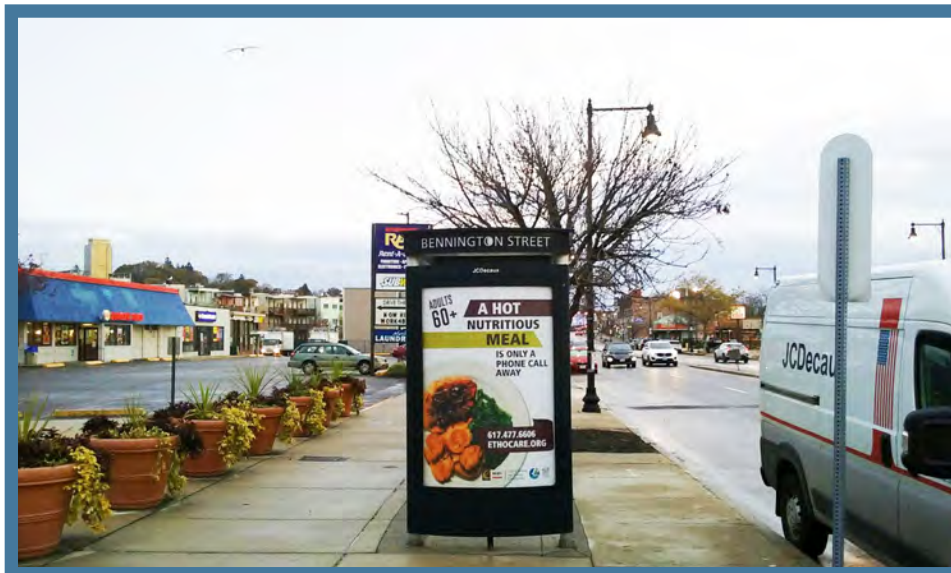
**CITY OF BOSTON**

20th Annual South Boston Street Festival  
8/26/19 - 9/22/19  
4 Weeks  
14 Faces

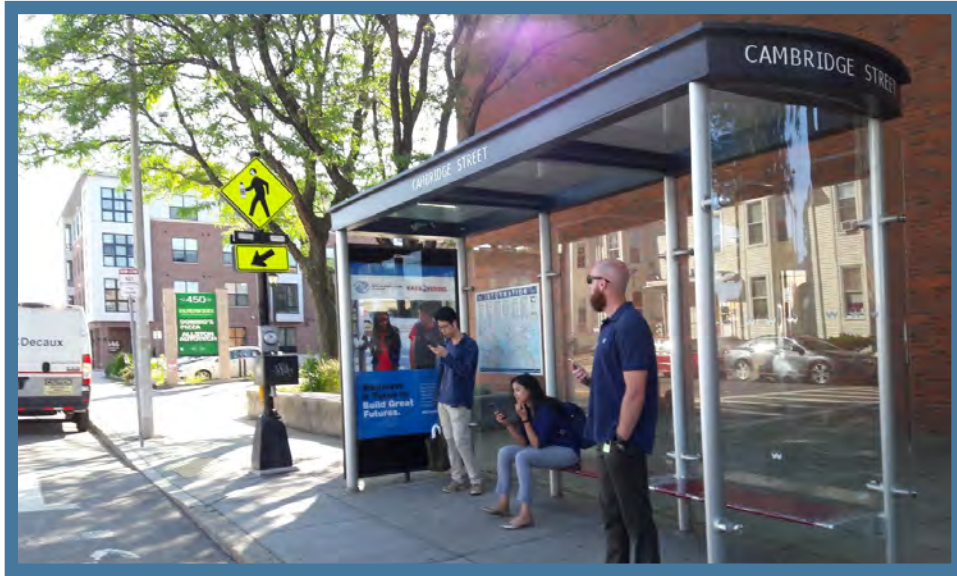




**CITY OF BOSTON**  
 City of Boston's Age Strong Commission  
 9/30/19 - 11/24/19  
 8 Weeks  
 12 Faces



**CITY OF BOSTON**  
 Ethos - City of Boston  
 11/4/19 - 12/1/19  
 4 Weeks  
 23 Faces



**CITY OF BOSTON**

Boys & Girls Club of America

8/5/19 - 9/15/19

6 Weeks

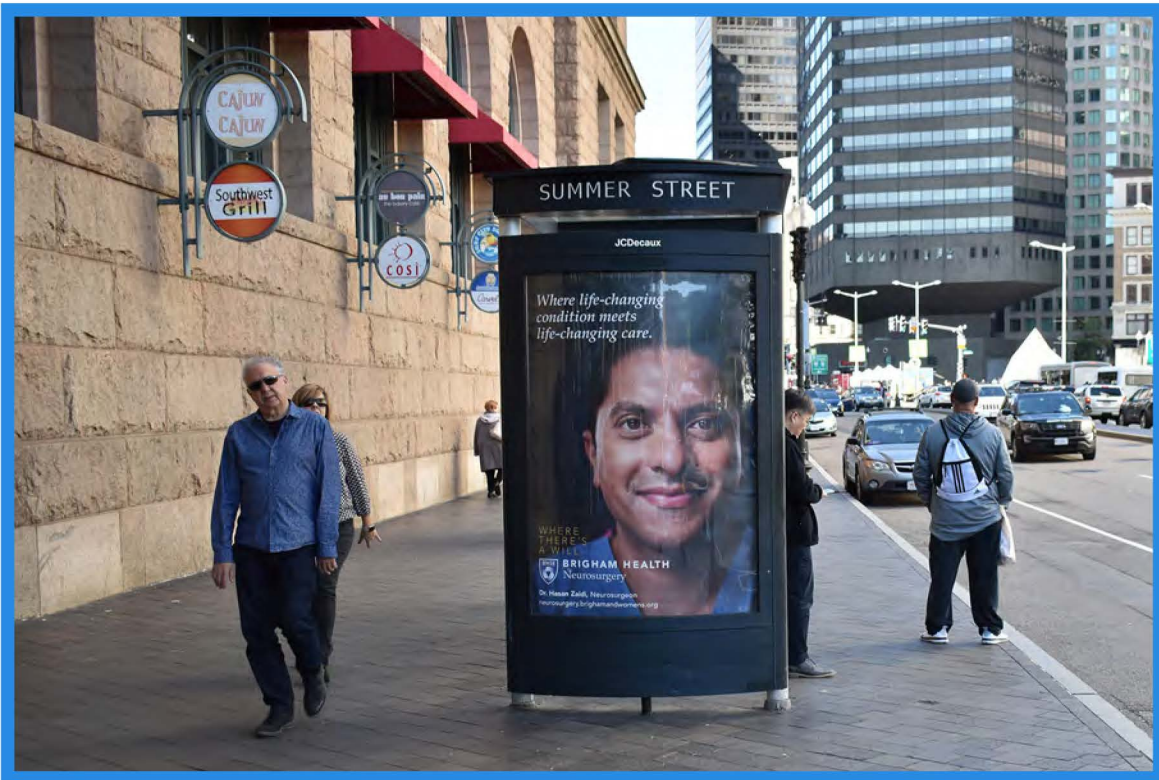
5 Faces

# Paid Advertising Campaigns

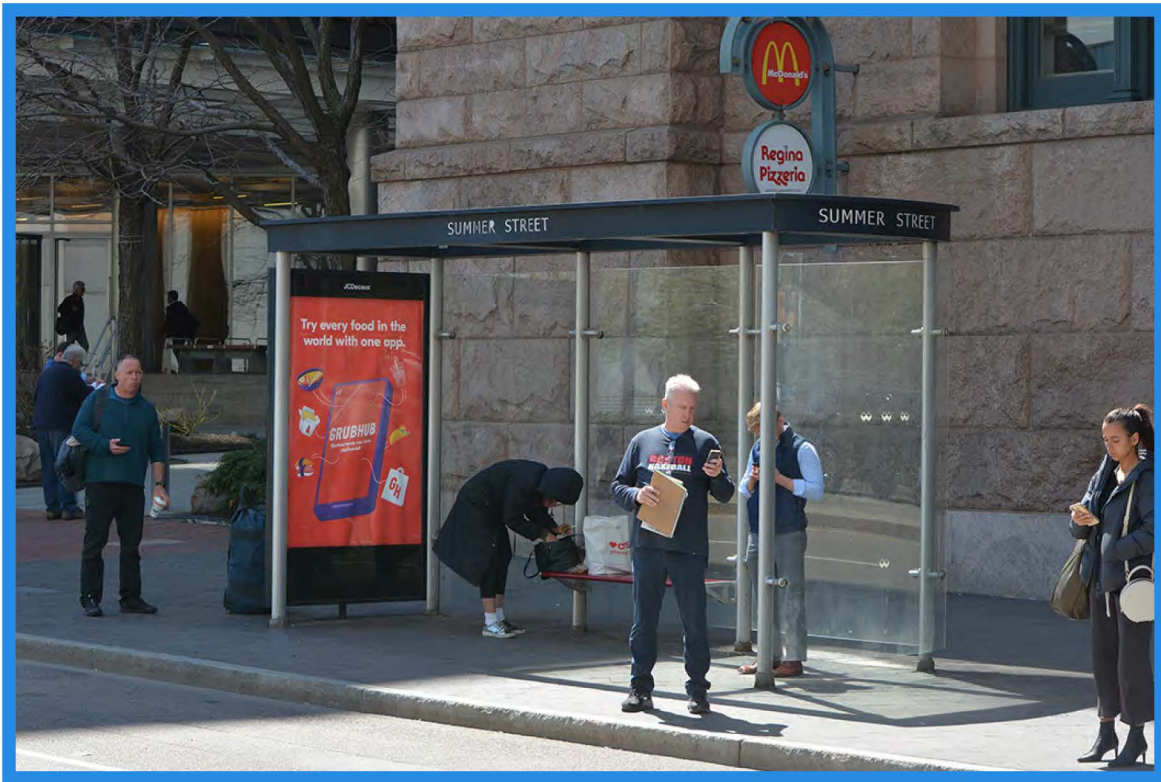
20  
19

CITY *of* BOSTON

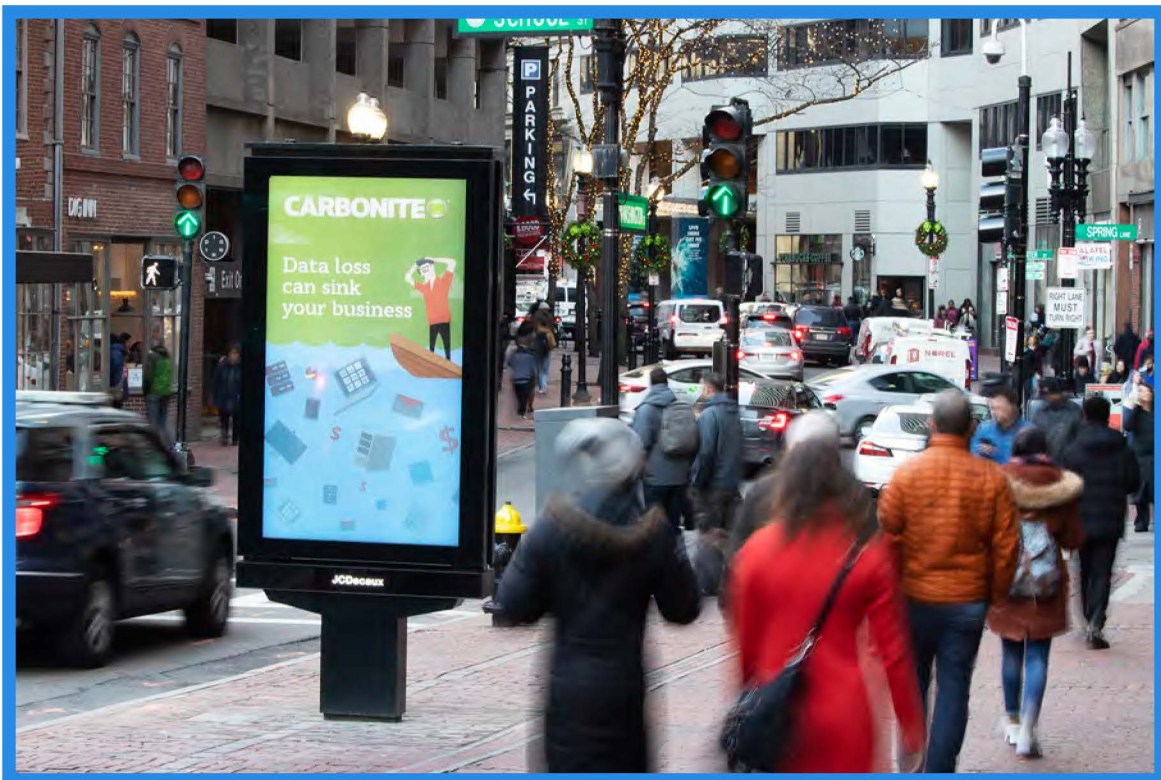
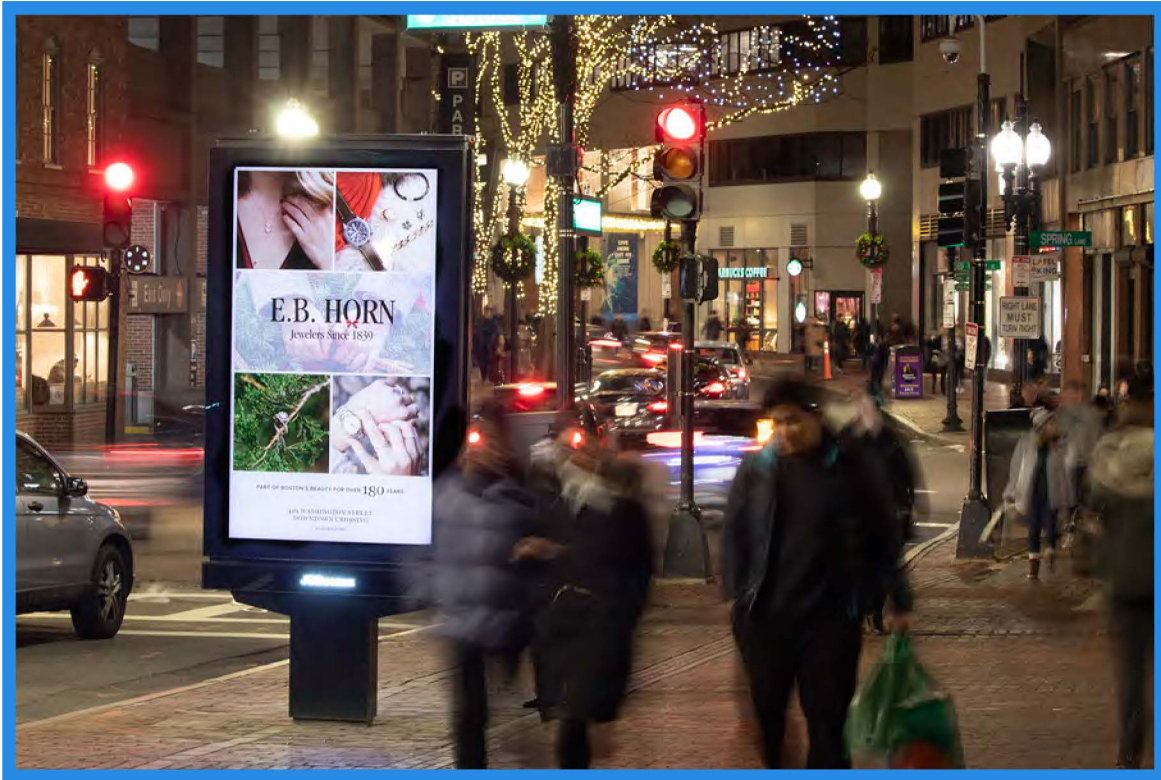




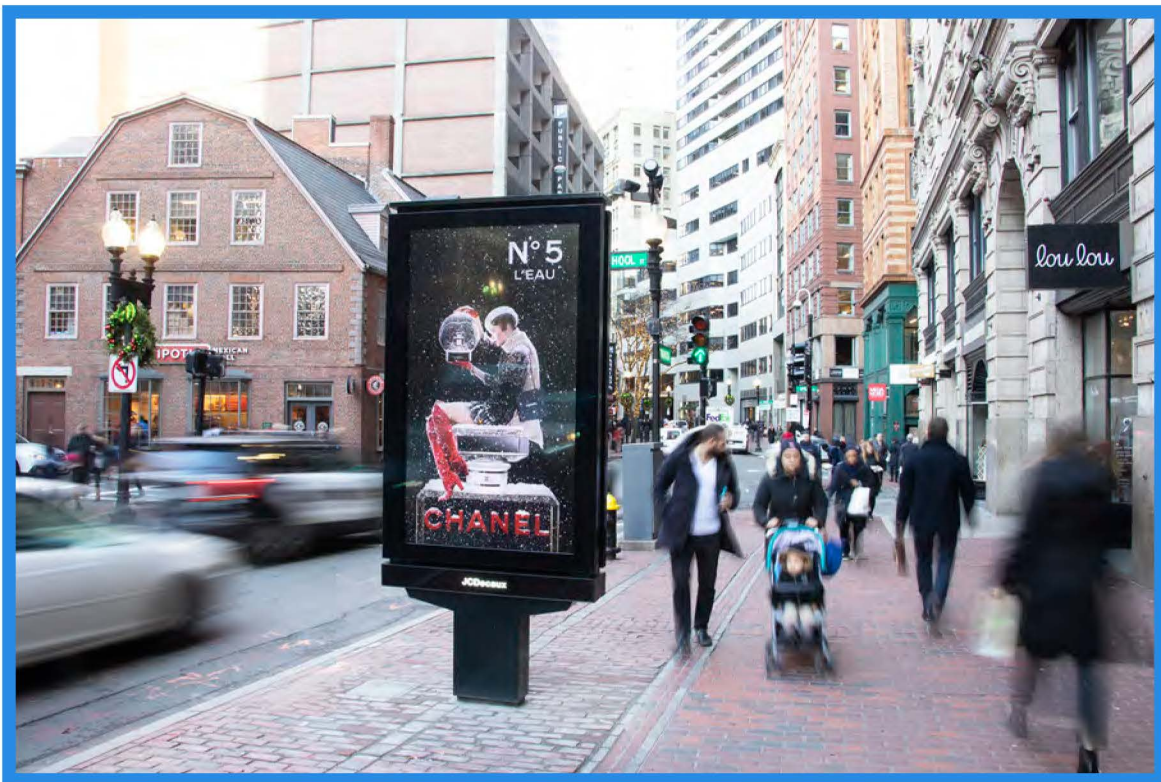


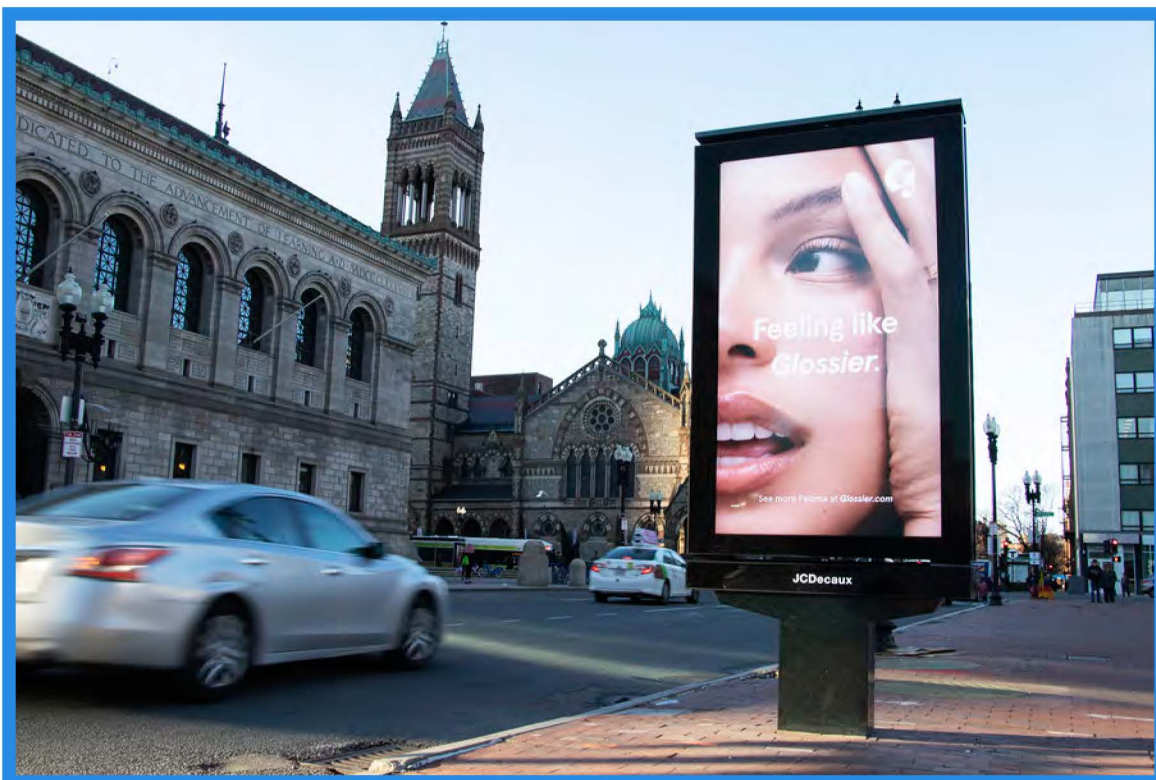
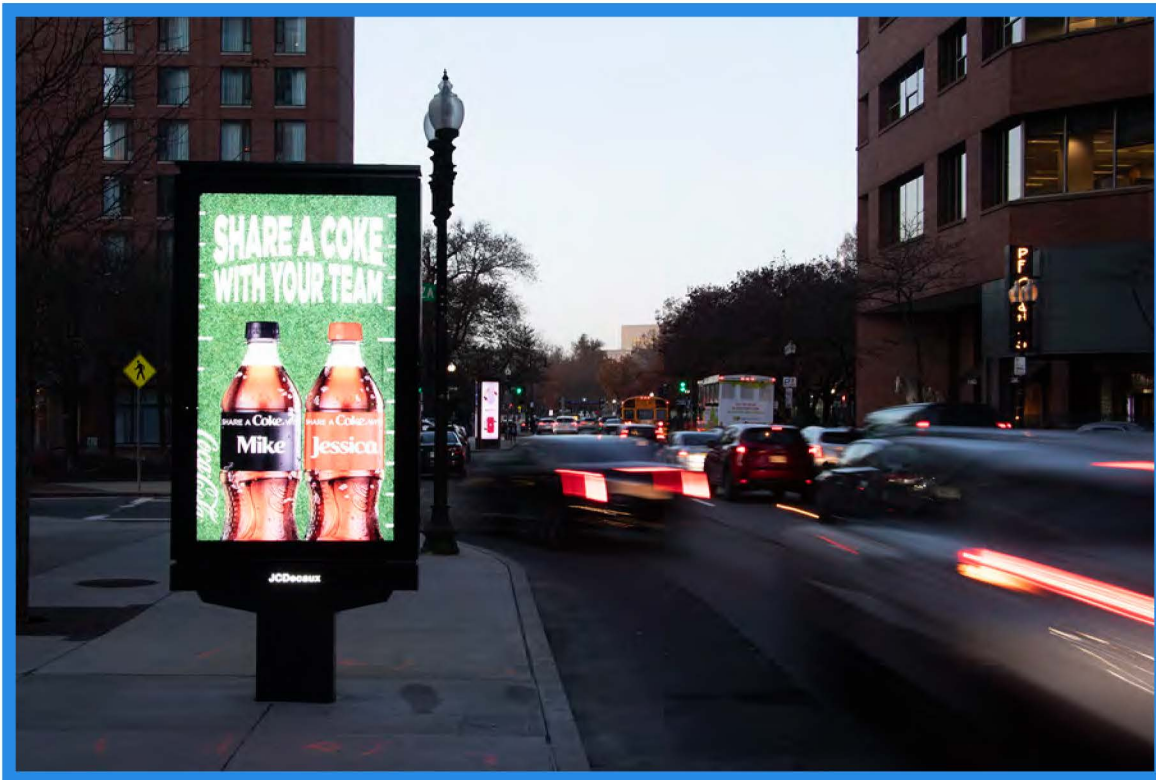




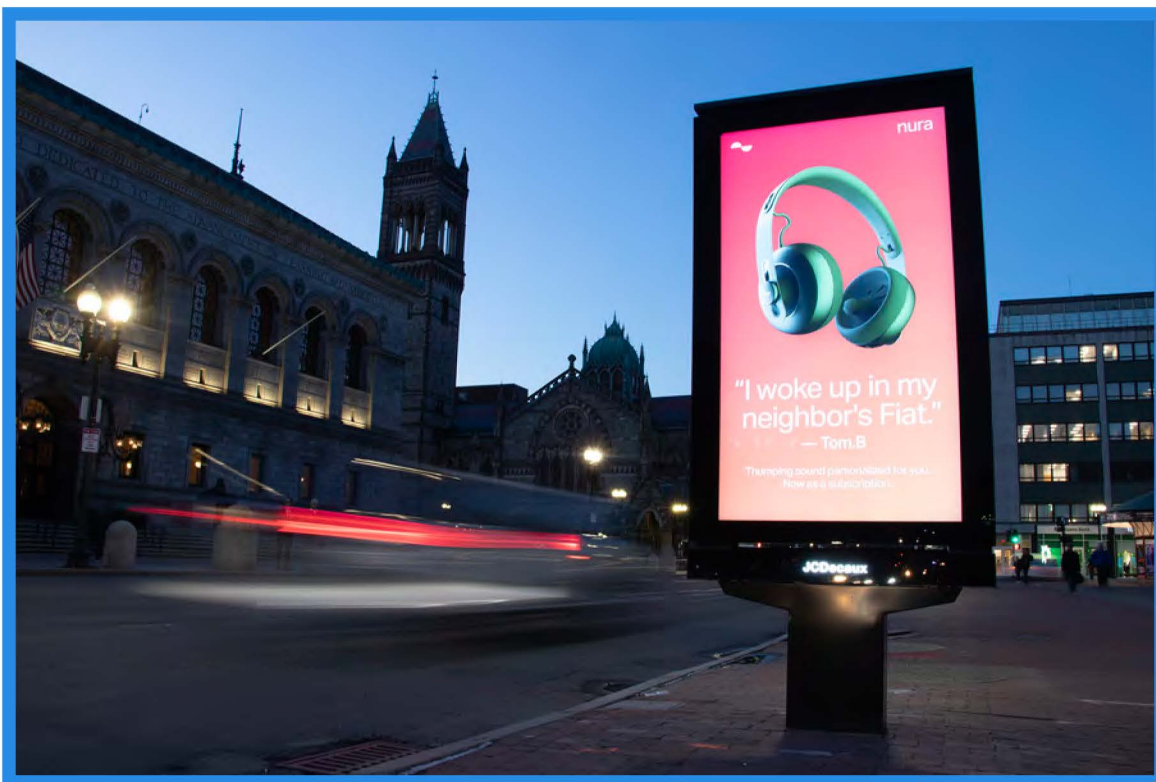
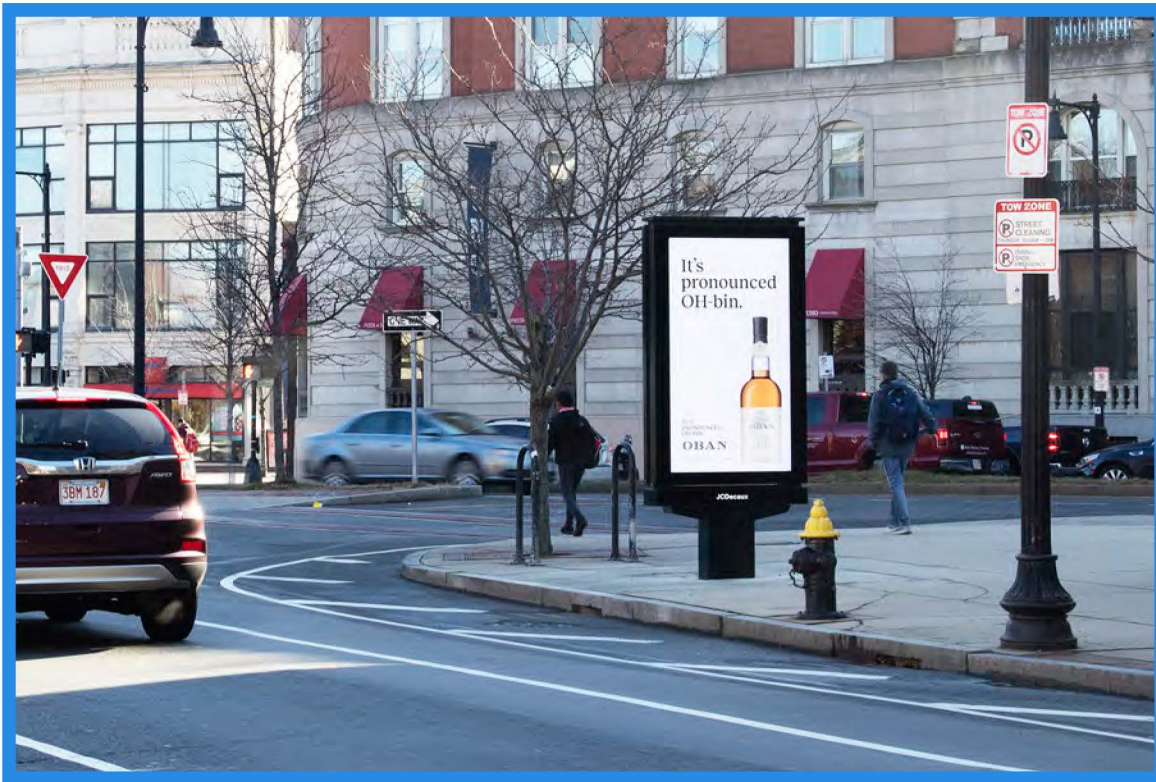




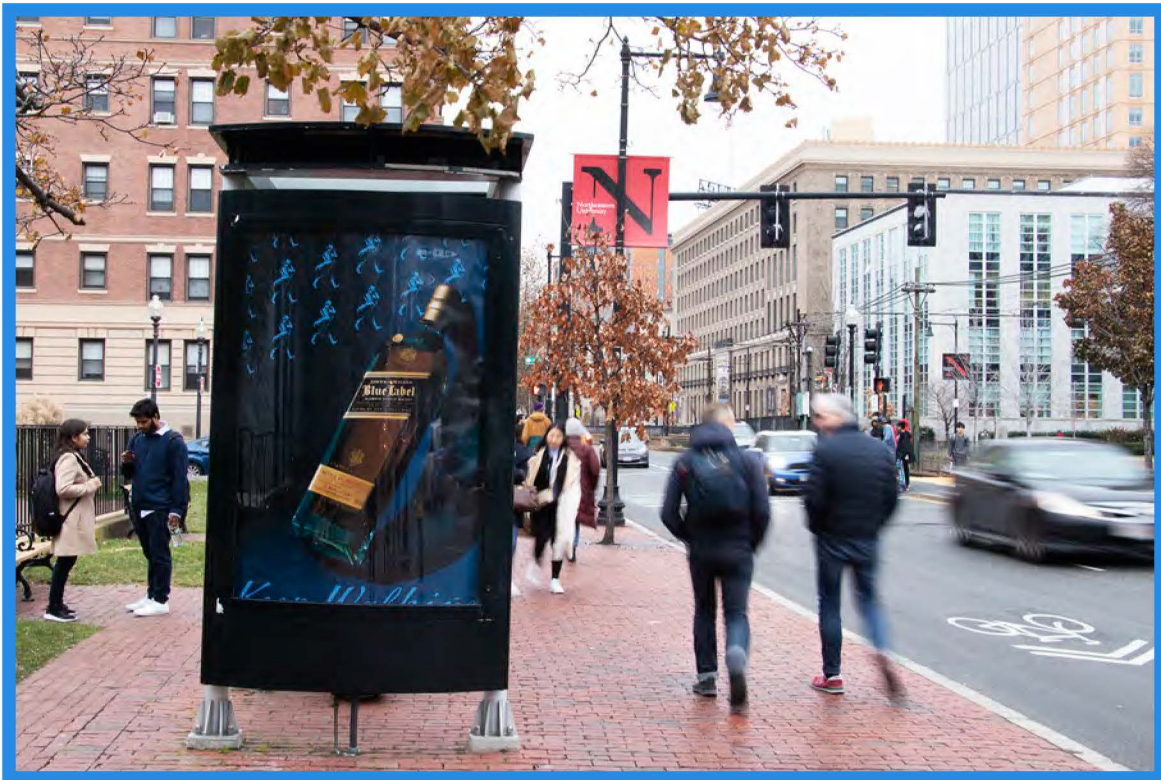
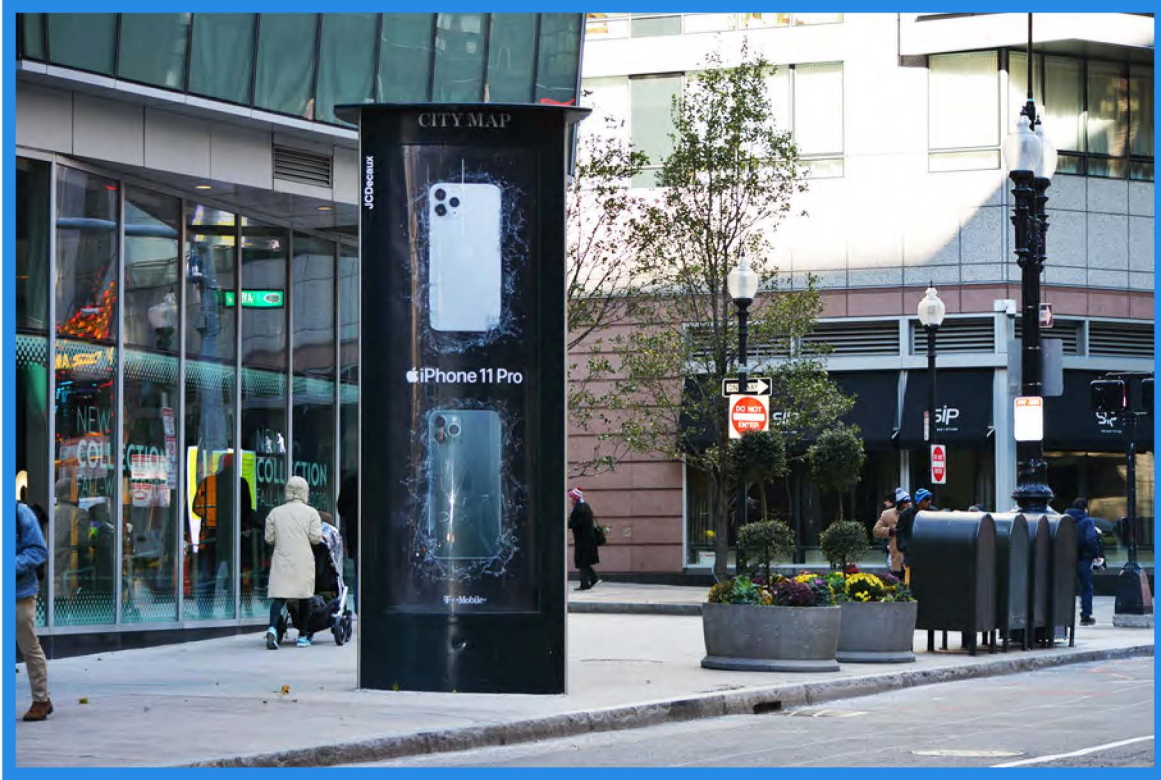








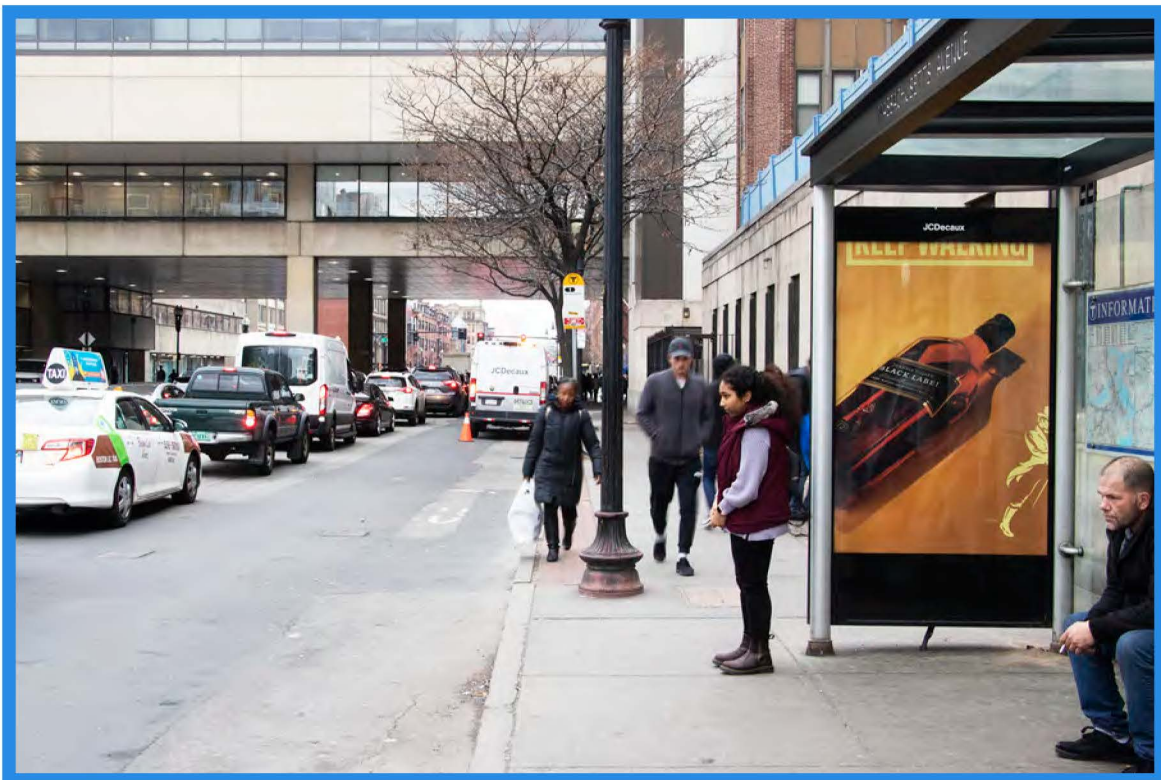




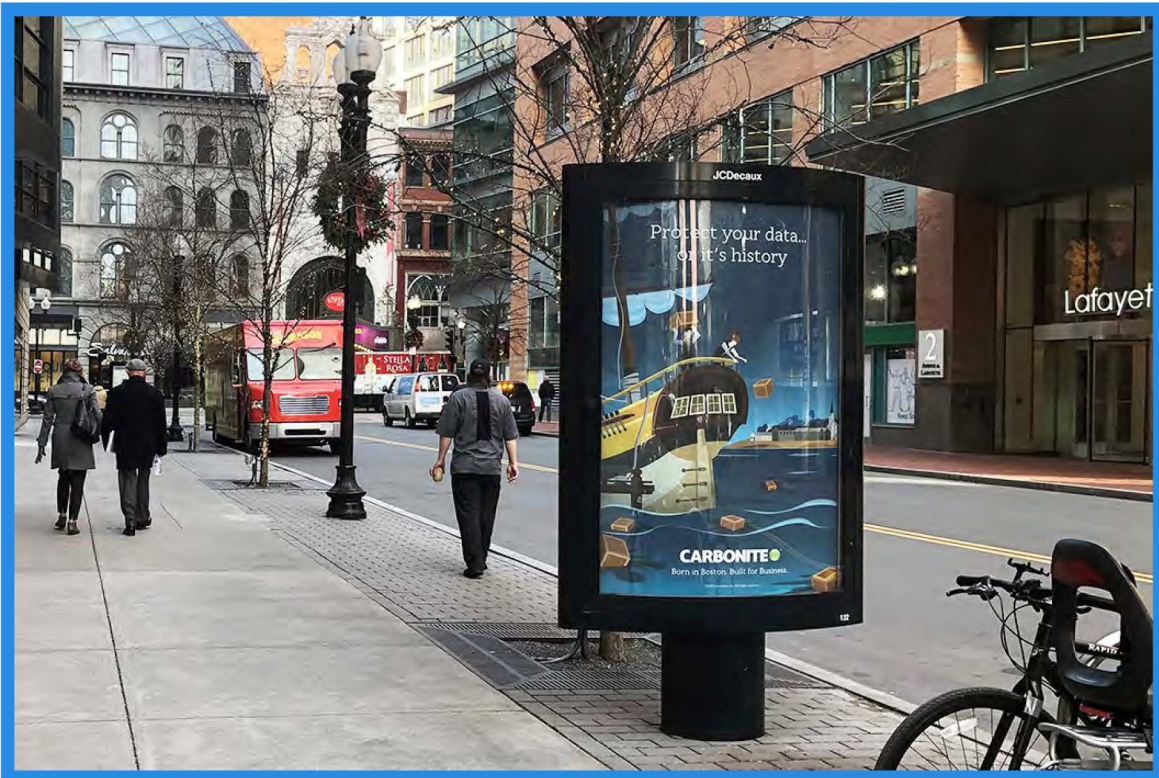




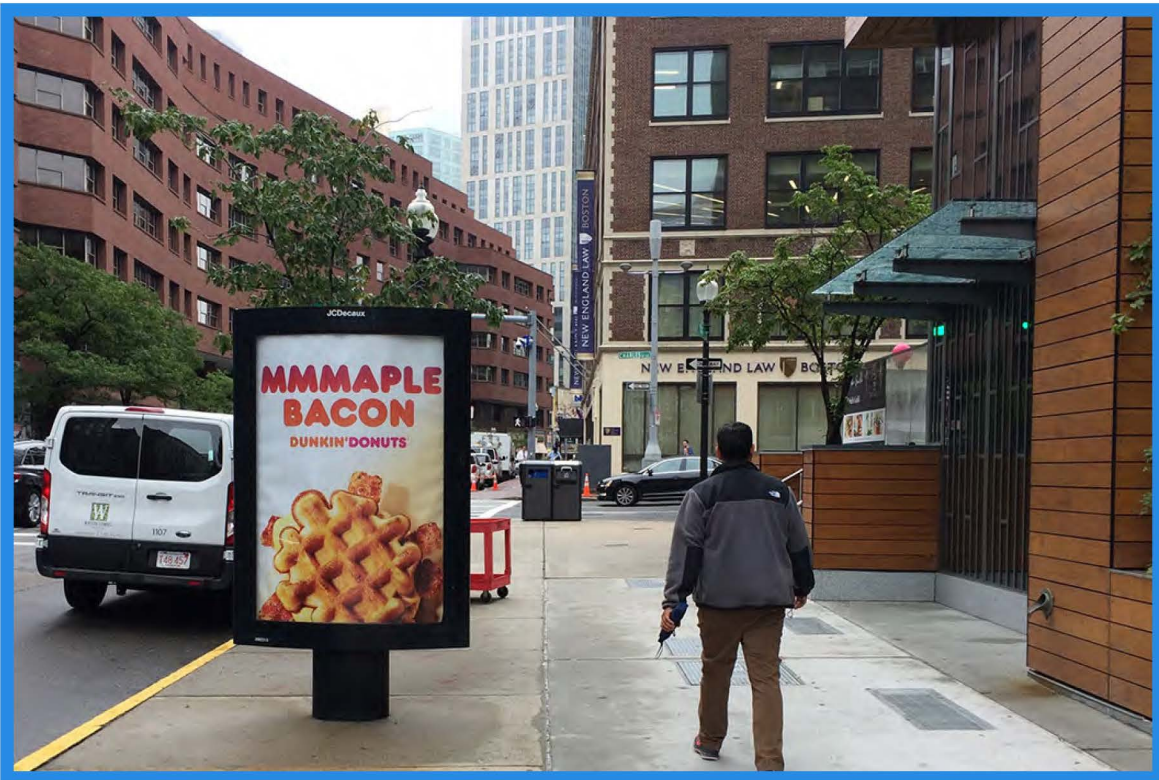




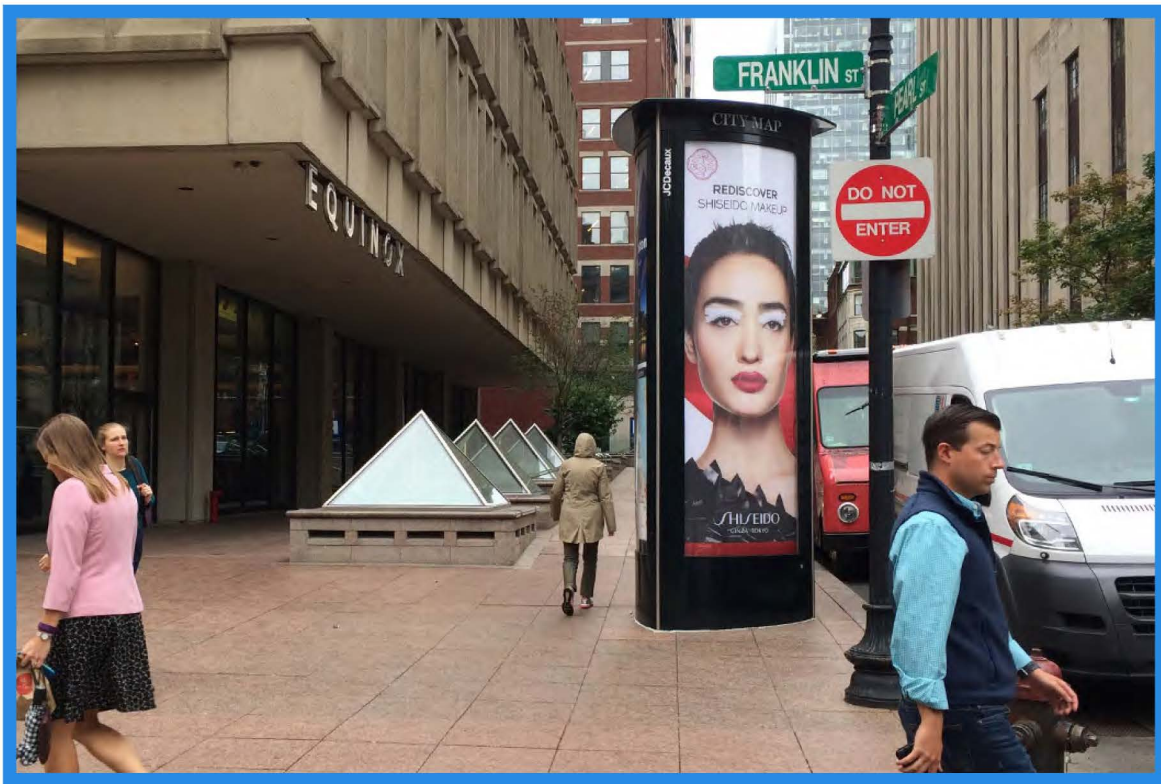




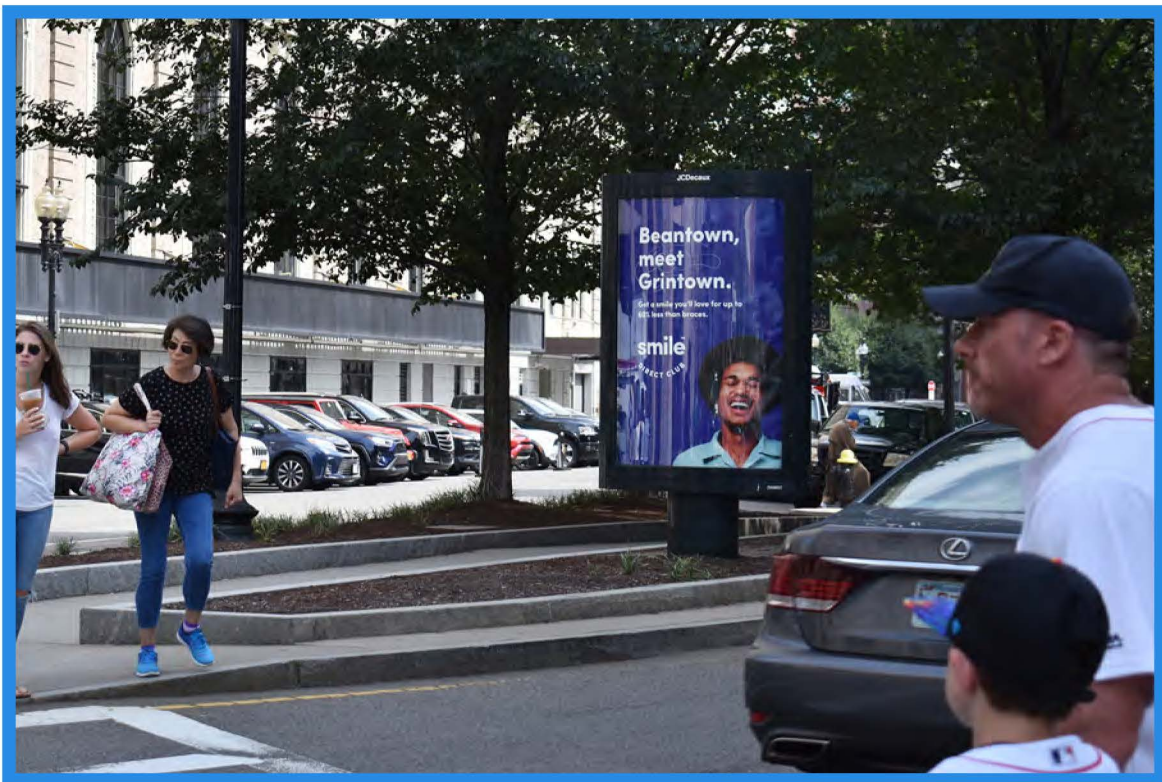
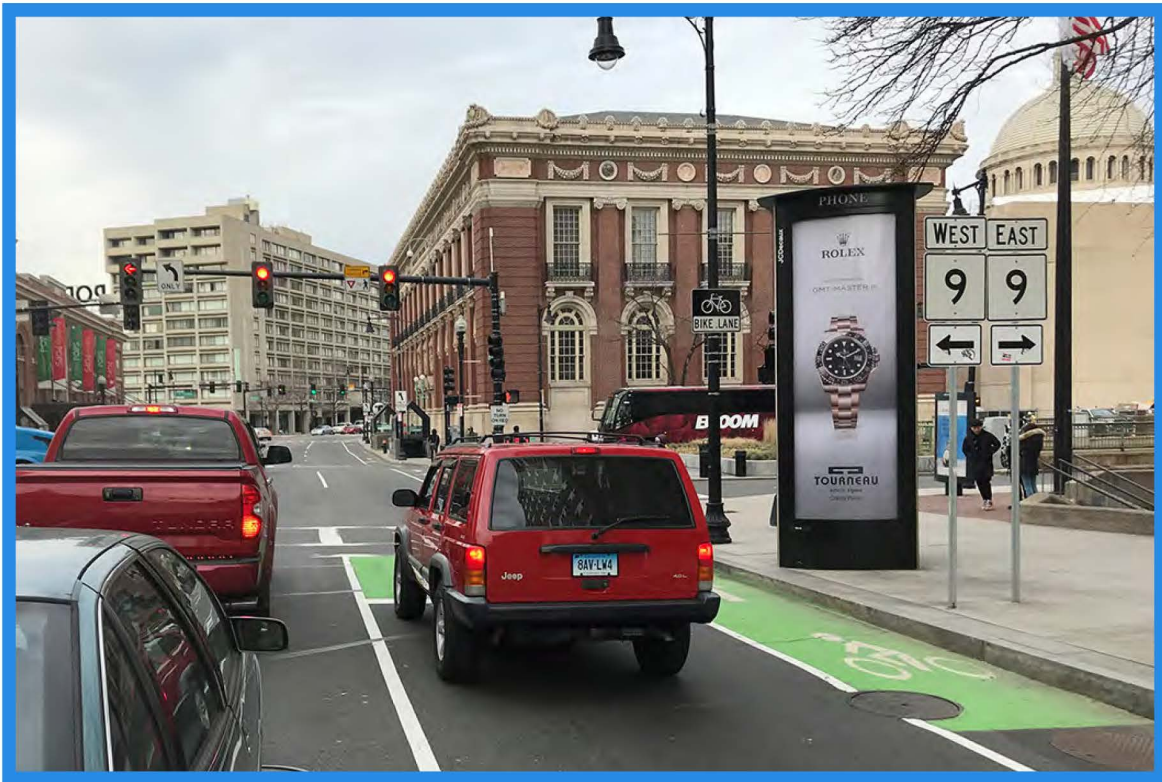








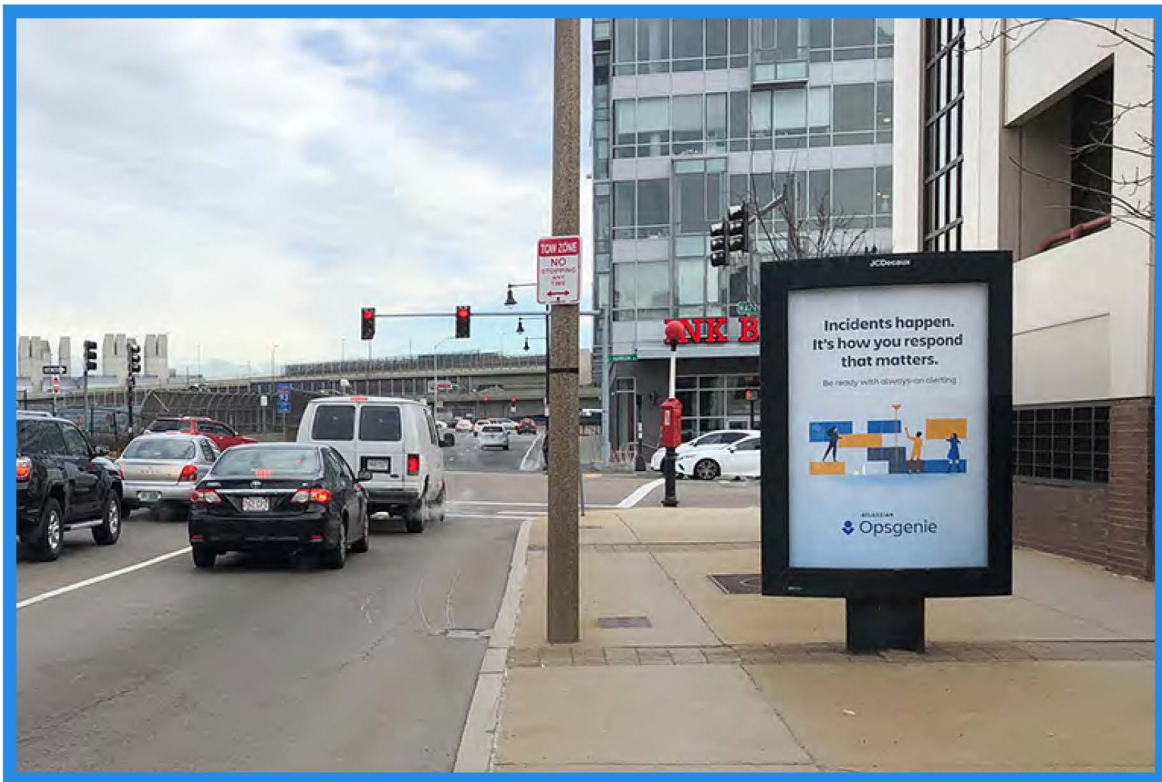




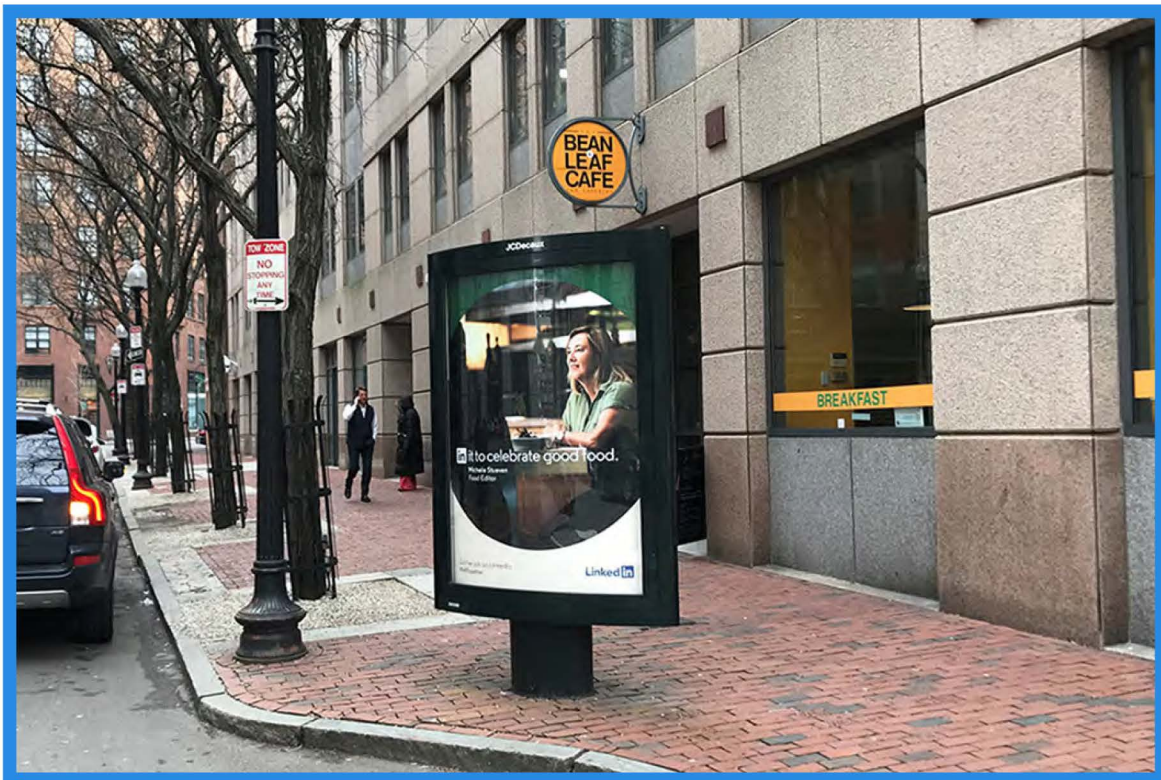
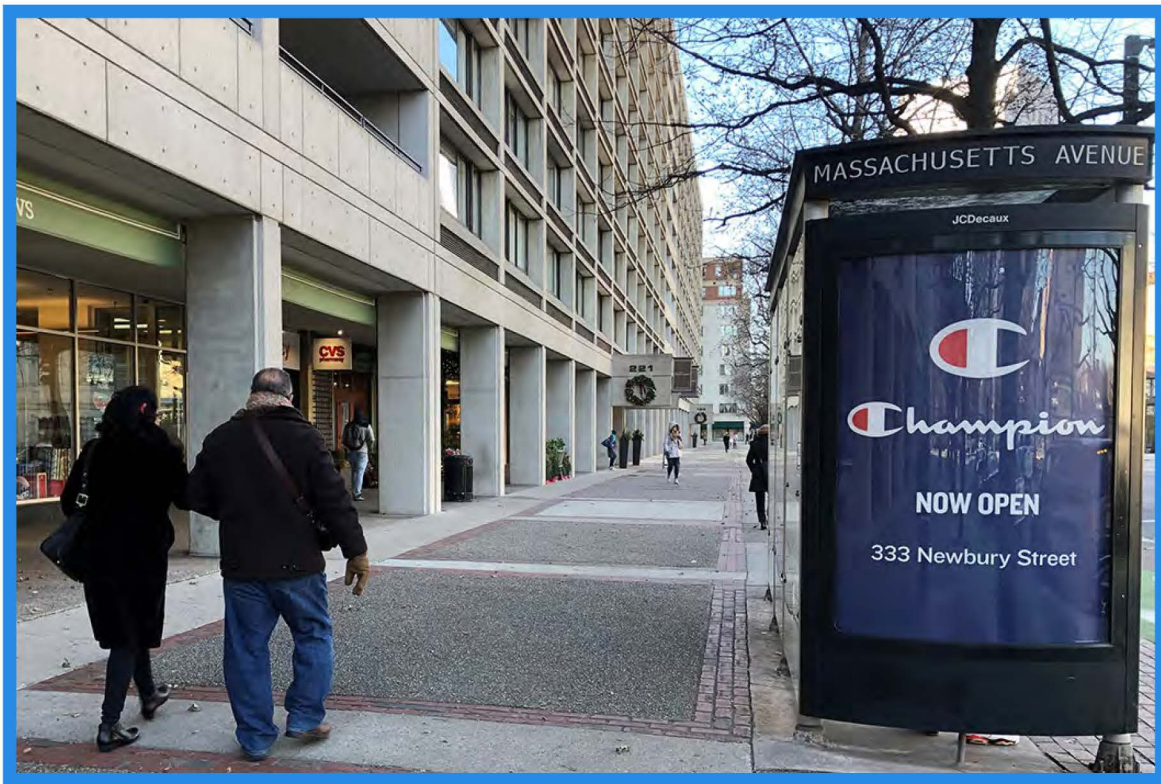




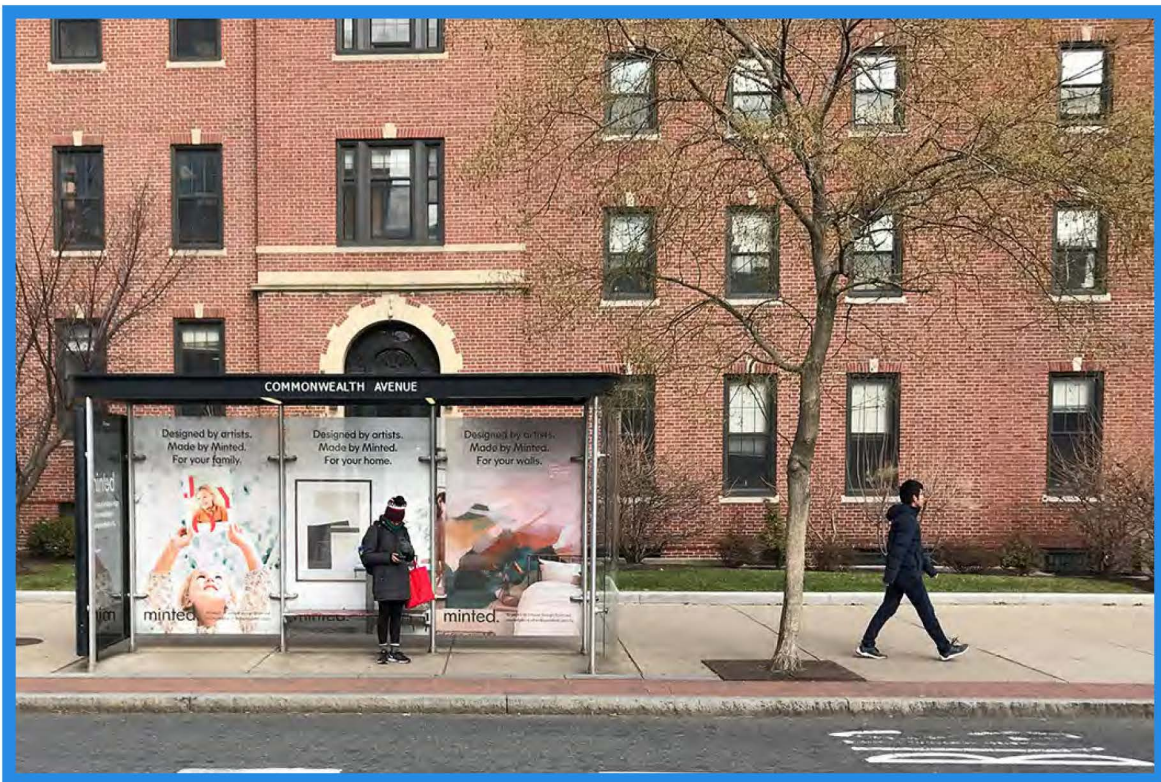








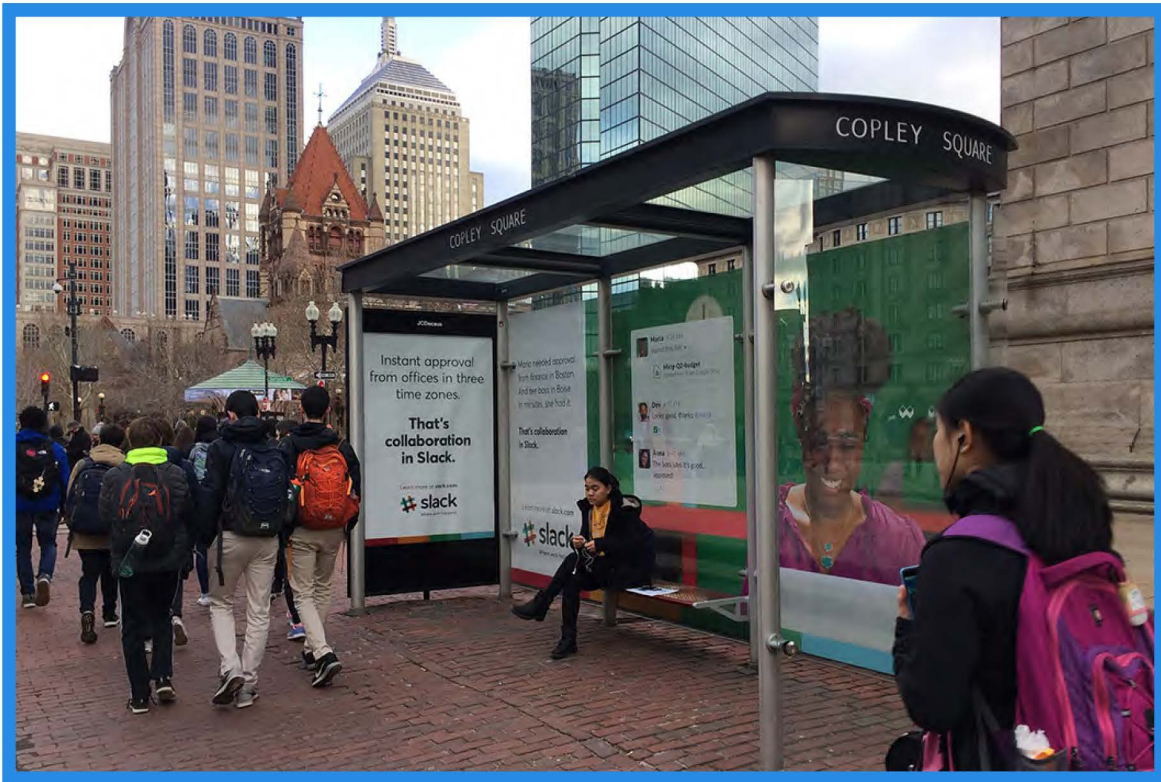




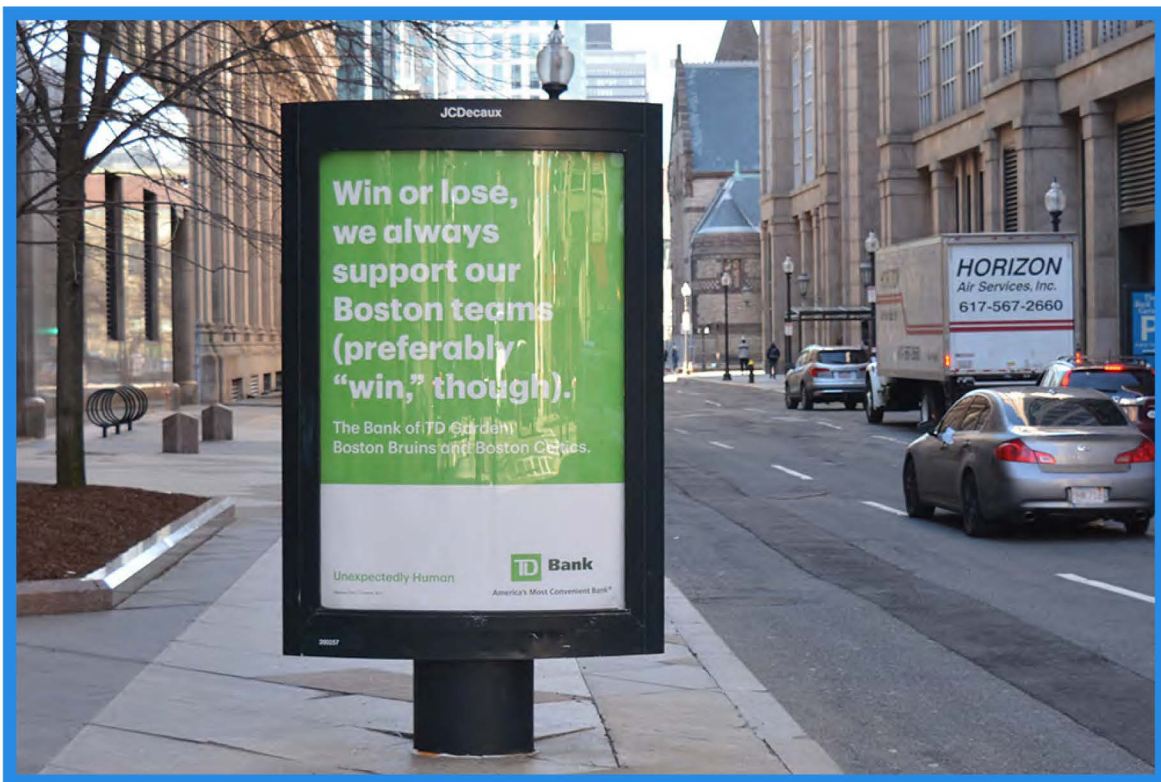




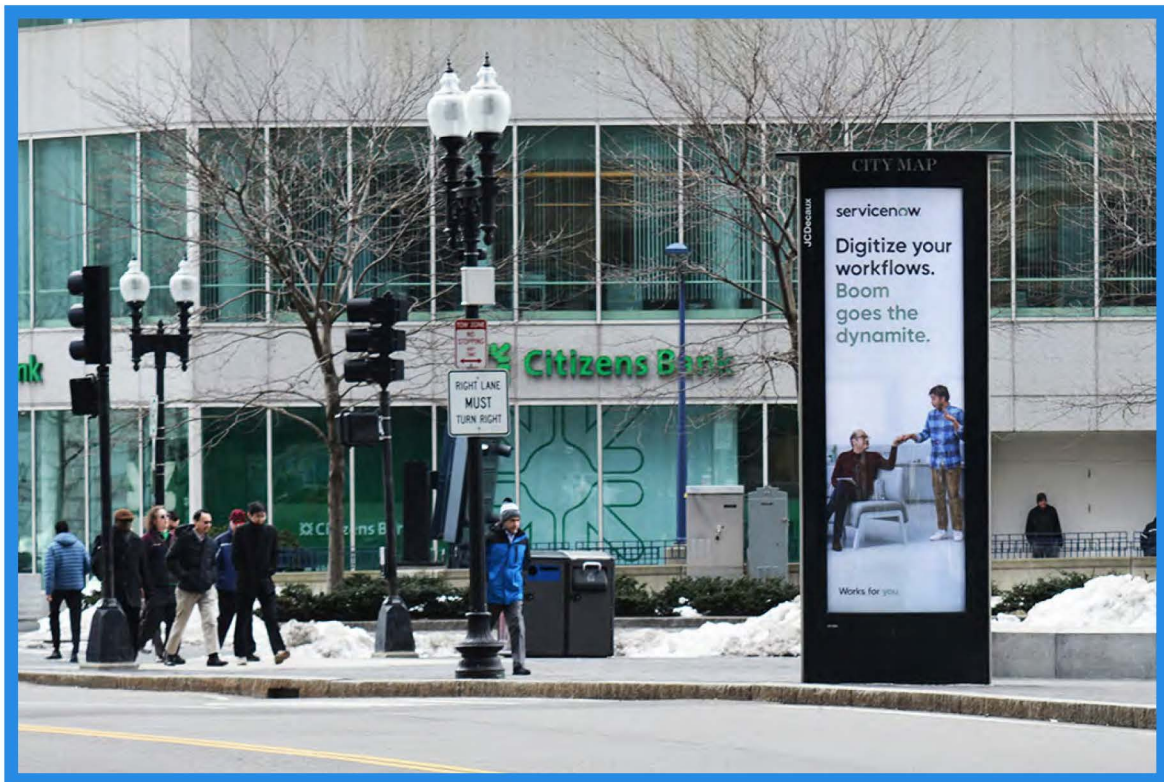
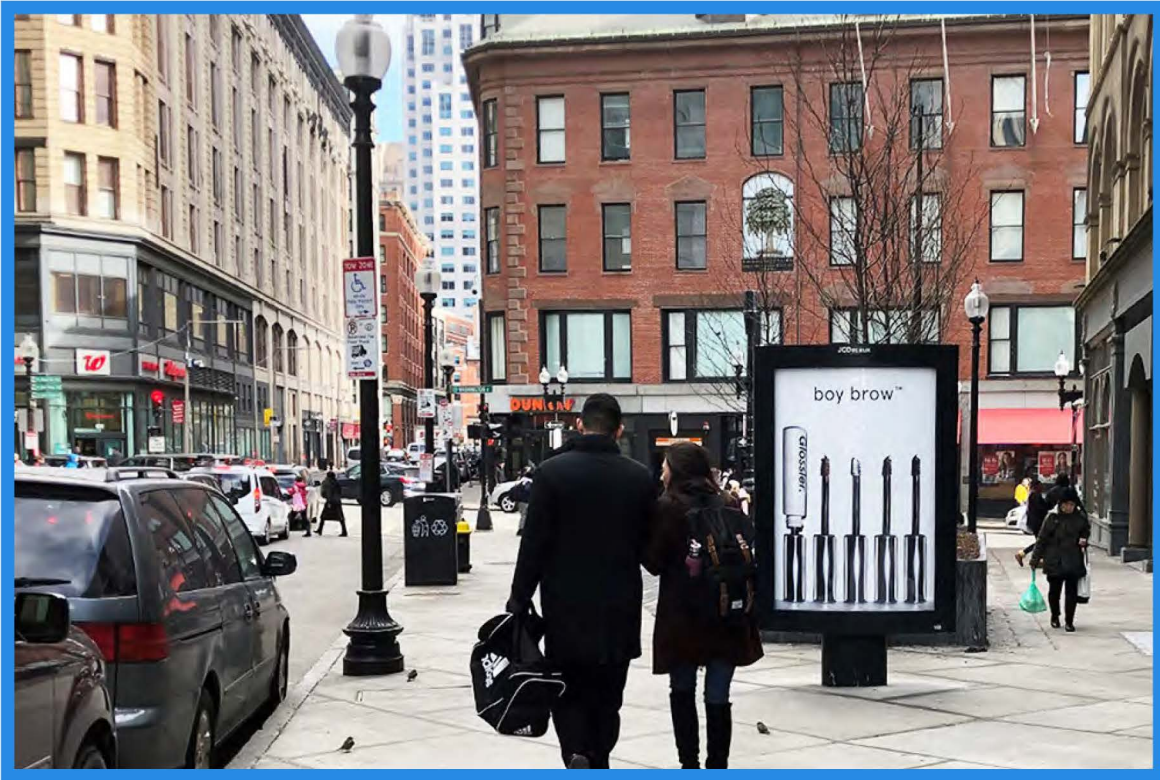




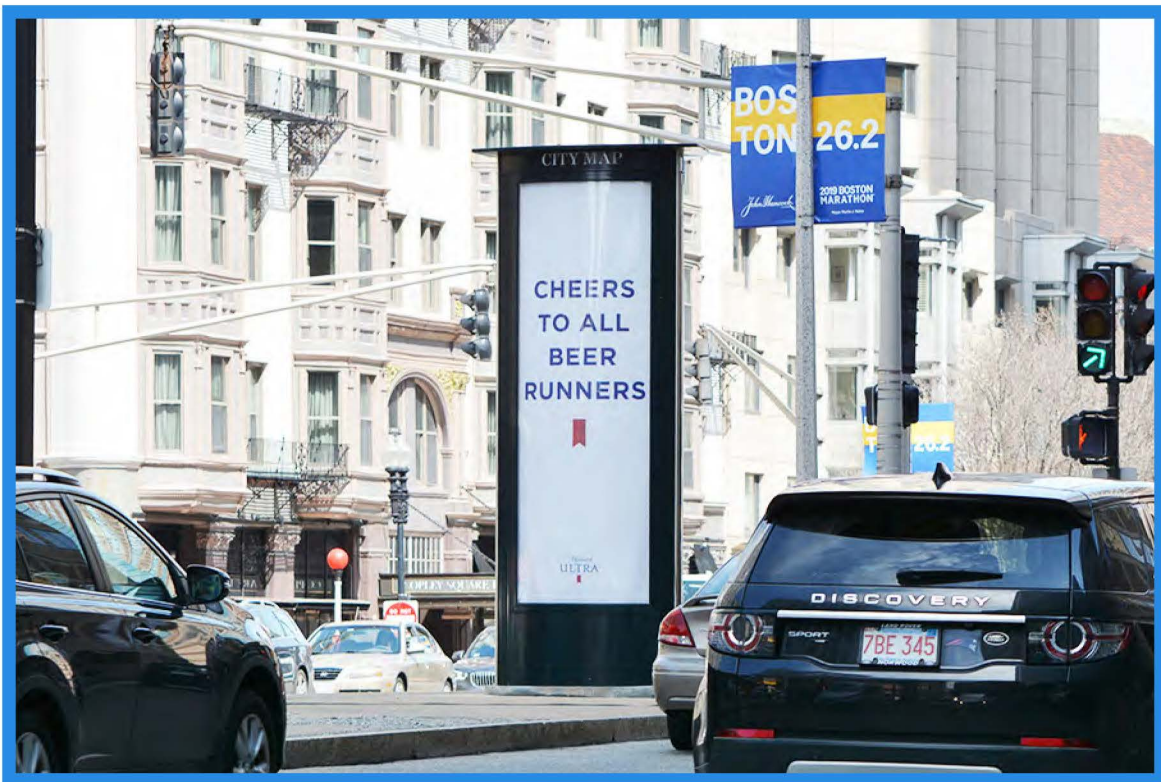
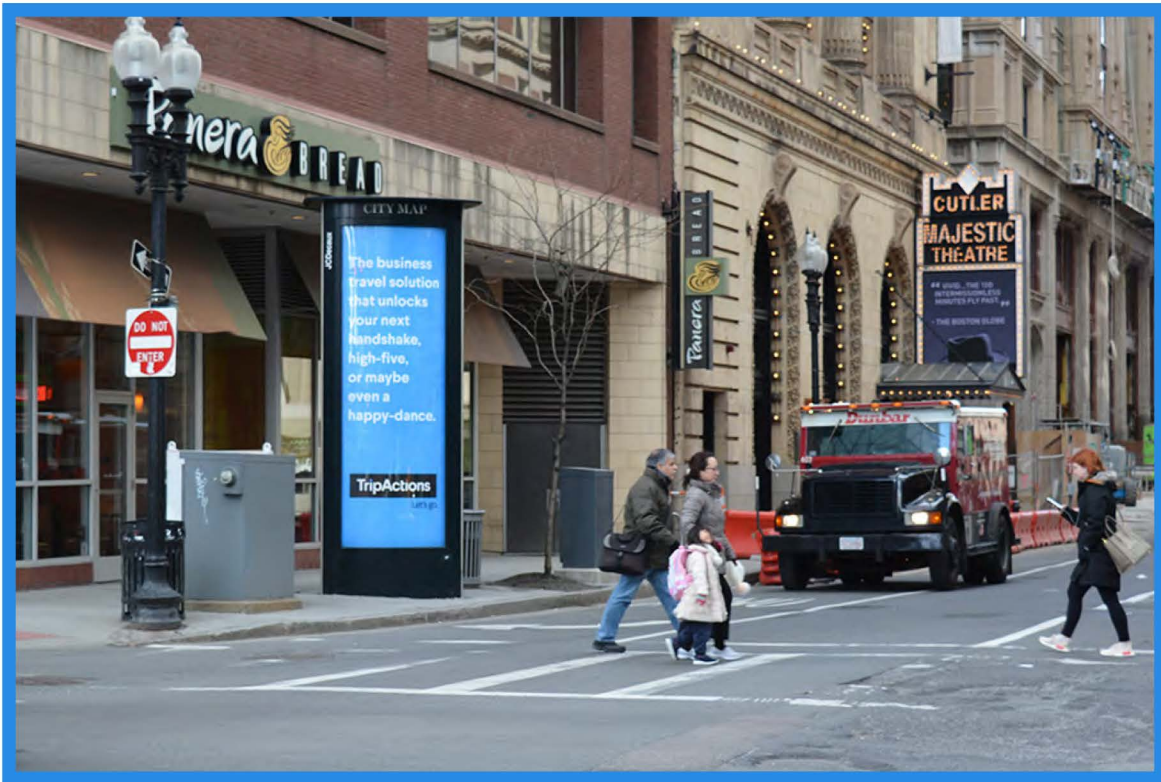




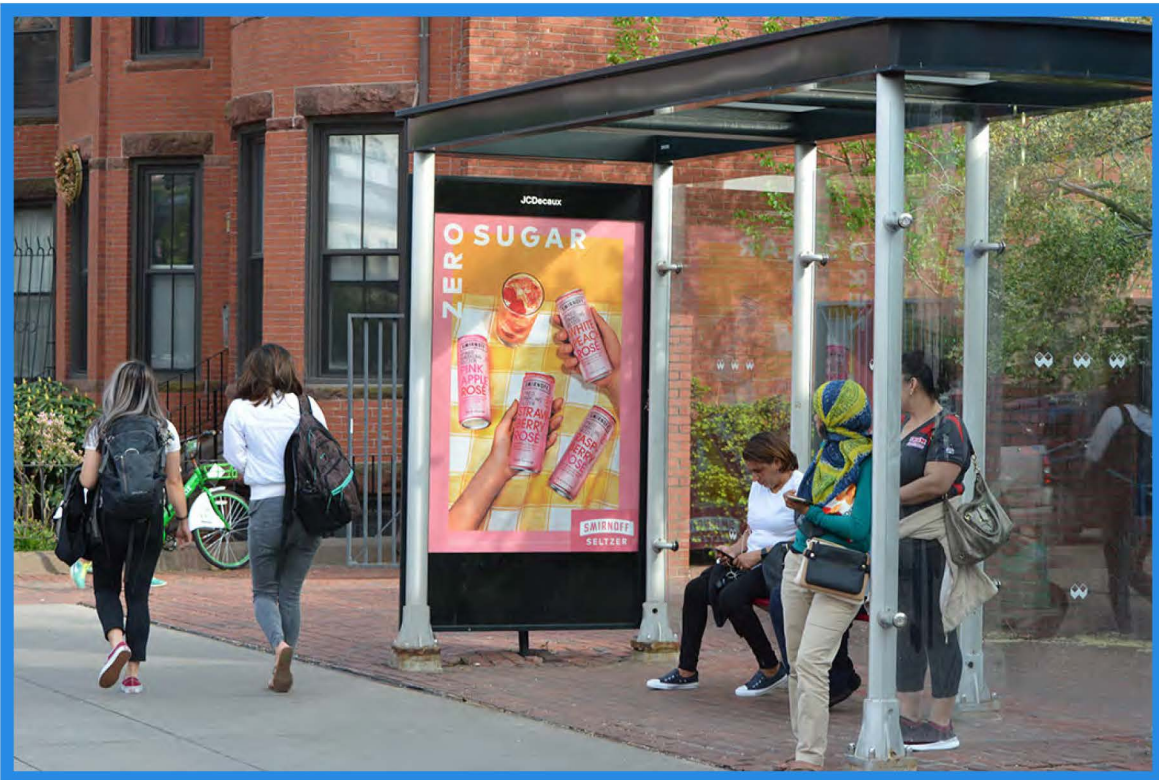




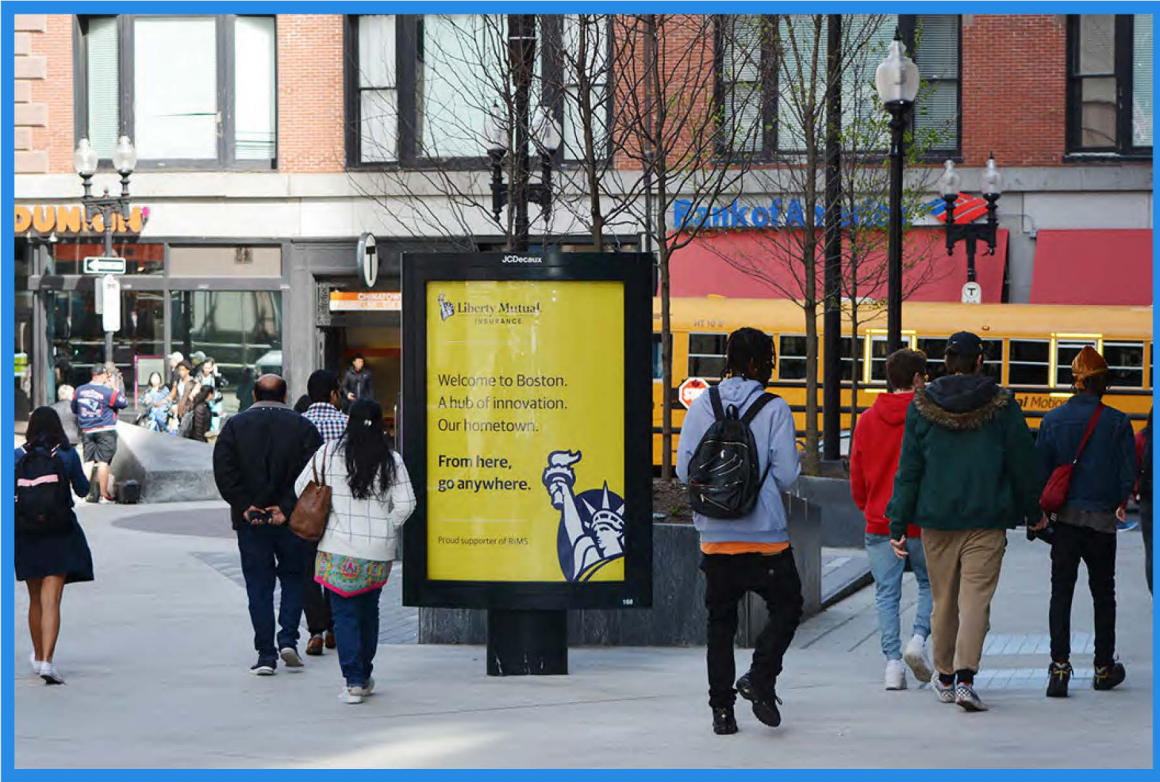




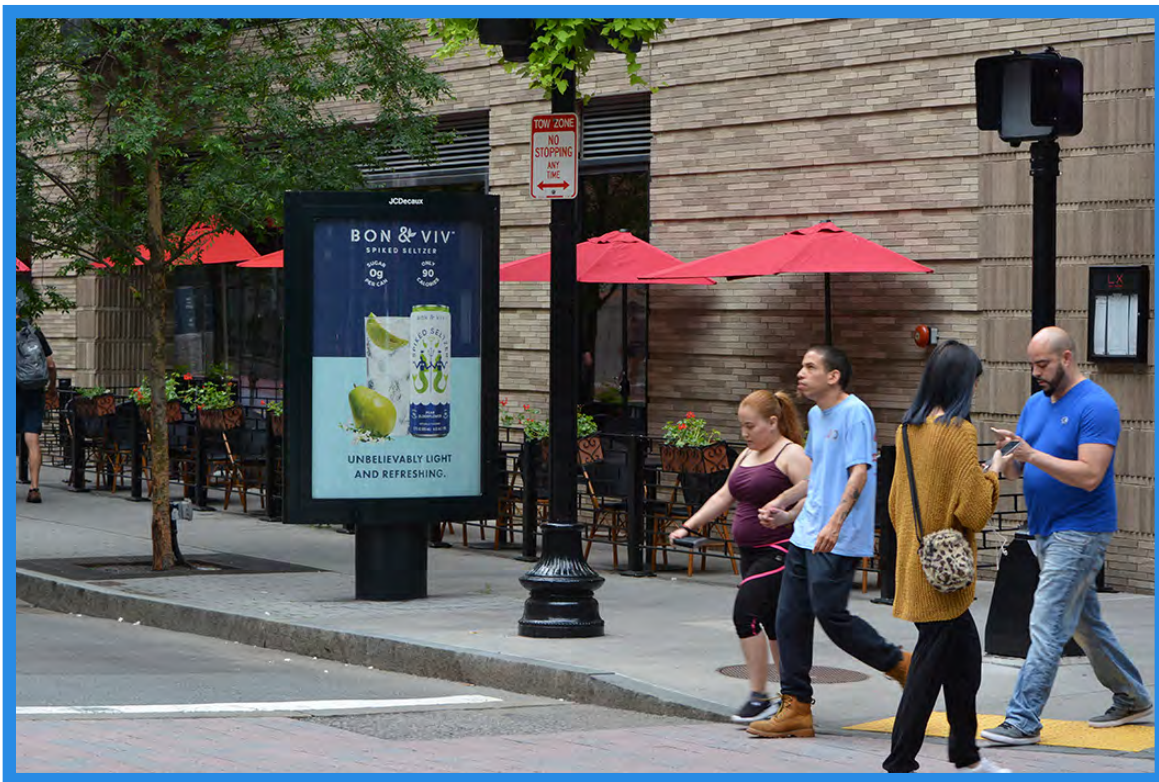
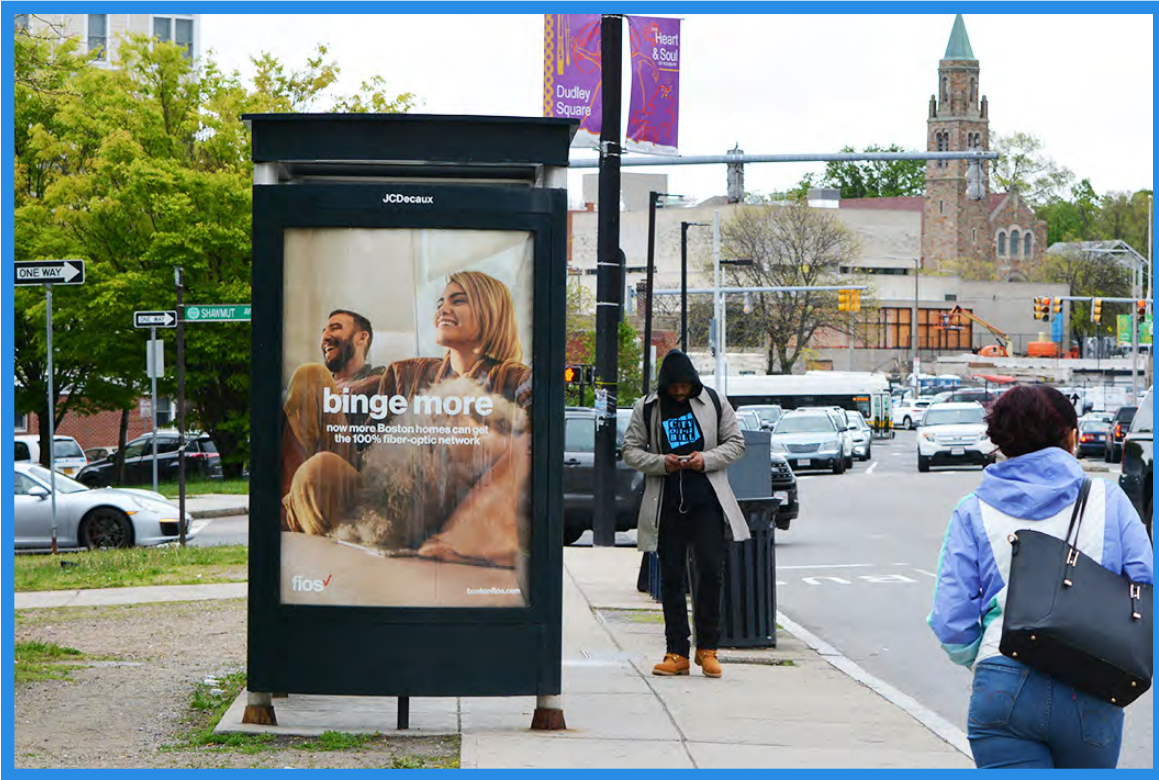
















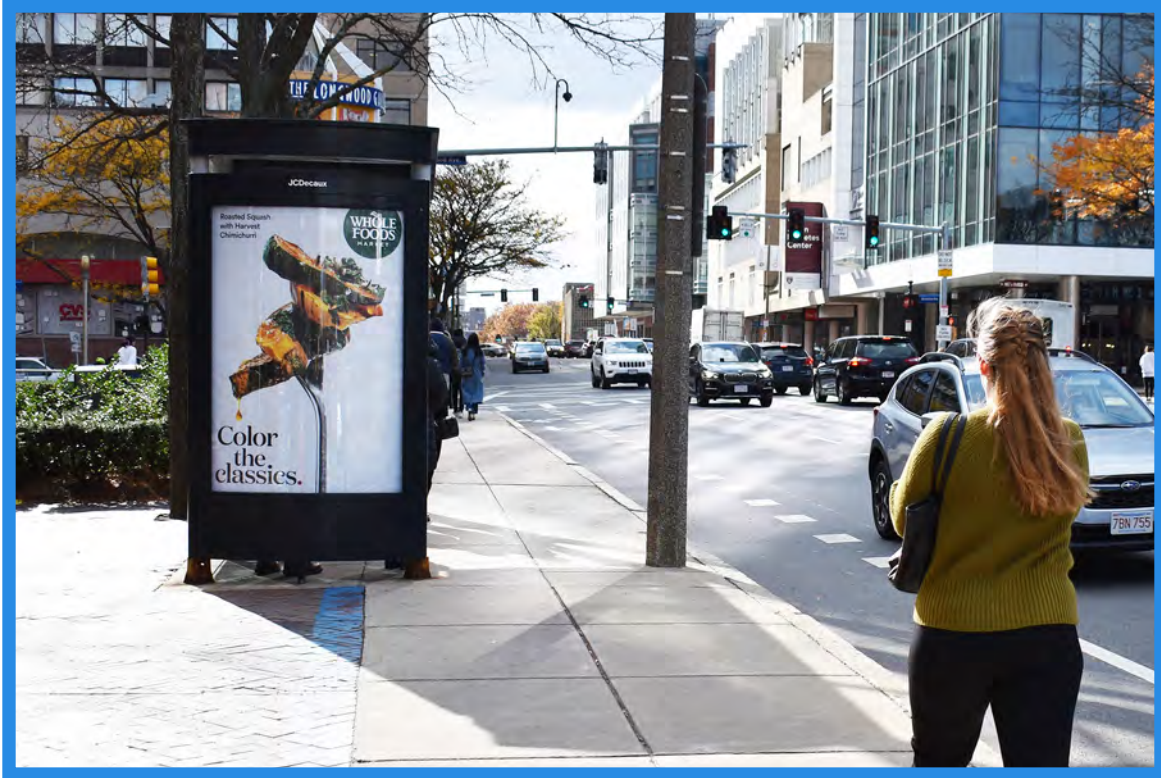
















**JCDecaux Boston, Inc.**  
**2019 Annual Reporting for the City of Boston**

March 3, 2020

Jean-Luc Decaux, President & Co-Chief Executive Officer  
Alan Sullivan, Co-Chief Executive Officer

**CITY *of* BOSTON**

