

JCDecaux Boston, Inc.
2021 Reporting
March 11, 2022

Jean-Luc Decaux
President & Co-Chief Executive Officer

Alan Sullivan
Co-Chief Executive Officer

20
21

CITY *of* BOSTON

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

March 11, 2022

The Honorable Michelle Wu
City of Boston
Office of the Mayor
One City Hall Square
Boston, MA 02201

Dear Mayor Wu,

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 2021. The 2021 Annual Percentage Fee is \$943,829.49 and was paid by wire transfer on March 1, 2022 and the 2022 Annual Fixed Fee will be paid no later than April 1, 2022.

We remain committed to discussing how the pandemic and related government actions have affected our business and we are eager to hear from the City on the proposal we have submitted in connection with this ongoing situation.

We appreciate the City's Property Management team, whom we work with daily and thank them for their continued support of our program. Despite the COVID crisis and all of the challenges it brought, we were able to complete our City Information Panel digital conversion project in 2021 and installed our final digital unit on 12/21/21. This network provides Boston with a broad-based public messaging platform, which the City's digital team and the Mayor's Press Office used so effectively during the height of the pandemic crisis and continues to use on a daily basis.

Sincerely yours,



Jean-Luc Decaux
President & Co-Chief Executive Officer



Alan Sullivan
Co-Chief Executive Officer

cc: City of Boston

Gregory Rooney, Sam Lovison, Indira Alvarez, Jacob Wessel, Peter O'Sullivan

JCDecaux Boston, Inc.

Gabrielle Brussel, Nicolas Clochard-Bossuet, Jamie Morrissey

JCDecaux Boston, Inc.
2021 Reporting
March 11, 2022

Jean-Luc Decaux
President & Co-Chief Executive Officer

Alan Sullivan
Co-Chief Executive Officer

Part 1

20
21

CITY *of* BOSTON

Table of Contents – Part 1

Annual Reporting

Executive Summary.....4

Payment Summary.....5

License Royalty Fee 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 2021, we completed the roll-out of our new digital CIPs and there are now 51 digital units installed. With a full-time maintenance staff of twelve, JCDecaux Boston maintains approximately 441 products throughout the City.

The contractual \$1,500,000 Annual Fixed Fee payment for 2022 will be made no later than April 1, 2022. A wire transfer for the 2021 Annual Percentage Fee equal to \$943,829.49 was issued to the City of Boston on March 1, 2022.

CITY of BOSTON

Digital CIP



Static CIP



Public Toilet



Bus Shelter



Pillar



Boston’s Coordinated Street Furniture Program

Summary of Payments to the City of Boston

Year	Fixed Fee (1)	Percentage Fee (2)	Total Annual Payments
TOTAL	\$21,250,000	\$17,831,260	\$39,081,260

(1) The 2022 Fixed Fee will be paid on April 1, 2022.

(2) The 2022 percentage fee will be paid at the beginning of 2023.

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 2021.

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. 2021 Reporting March 11, 2022

Jean-Luc Decaux
President & Co-Chief Executive Officer

Alan Sullivan
Co-Chief Executive Officer

Part 2

2021

CITY *of* **BOSTON**

Table of Contents – Part 2

Additional Reporting

City of Boston Public Service Campaigns.....	13
Other Public Service Campaigns.....	22
Paid Advertising Campaigns.....	38

Public Service
Campaigns

20
21

CITY *of* **BOSTON**

City of Boston Static Public Service Advertising for 2021

BOSTON		
BOOKING ID	ADVERTISER	CAMPAIGN
SM010342	City of Boston Department of Neighborhood Development	Boston Home Center
SM011000	City of Boston Mayor's Office	B-Local
SM011306	City of Boston	Ethos
SM011906	City of Boston	Commonwealth Shakespeare Company
SM012038	City of Boston Mayor's Office	Teen empowerment
SM012040	City of Boston Mayor's Office	Freedom Trail
SM012707	City of Boston	South Boston Street Festival 2021
SM012771	City of Boston	MBTA route 28 Bus route PSA
SM013073	The Fenway Alliance	Opening Our Doors 20th Anniversary
SM013078	Sazama Real Estate	Roslindale Farmers Market
SM013246	Up Together	Family Independence Initiative
SM014562	Boston Elections Department	Boston Elections
SM015196	The Winter Walk	Ending Homelessness

Throughout 2021, the City of Boston also received 12.5% of all digital messaging on the City Information Panels. A sampling of pictures of such messaging is included beginning on page 22.

City of Boston Public Service Campaigns



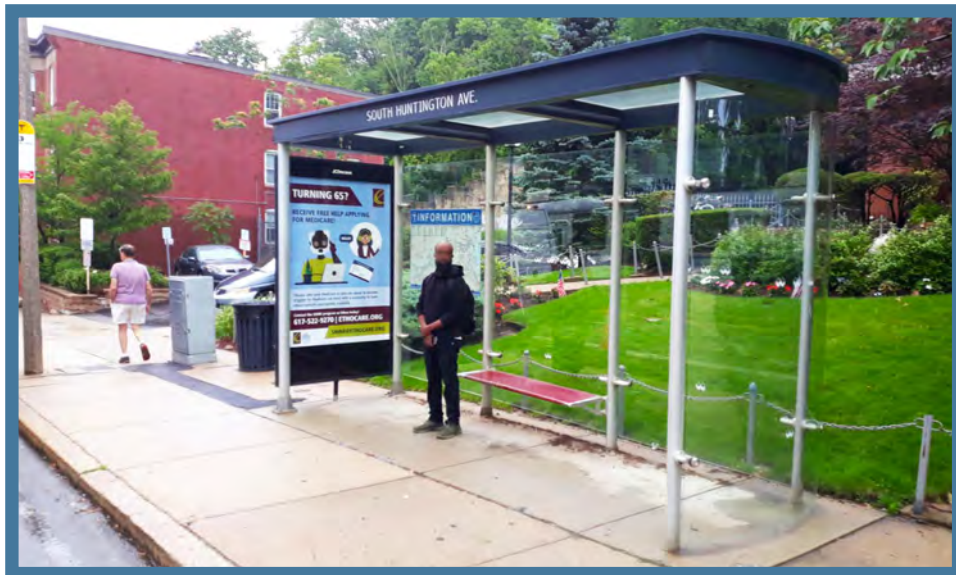
South Boston Chamber of Commerce
3/8/21 - 4/4/21
4 Weeks
1 Face



City of Boston Department of Neighborhood
Development - Boston Home Center
3/29/21 - 4/25/21
4 Weeks
50 Faces



City of Boston Mayor's Office
B-Local
5/10/21 - 8/8/21
13 Weeks
25 Faces



City of Boston
Ethos
7/19/21 - 8/29/21
6 Weeks
25 Faces



City of Boston
Commonwealth Shakespeare Company
7/12/21 - 8/8/21
4 Weeks
25 Faces



City of Boston Mayor's Office
Teen Empowerment
7/19/21 - 8/22/21
5 Weeks
30 Faces



City of Boston Mayor's Office
Freedom Trail
7/19/21 - 9/12/21
8 Weeks
25 Faces



City of Boston
South Boston Street Festival 2021
8/23/21 - 9/12/21
4 Weeks
11 Faces



City of Boston
 MBTA Route 28 Bus Route PSA
 8/16/21 - 12/5/21
 16 Weeks
 13 Faces



The Fenway Alliance
 Opening Our Doors 20th Anniversary
 9/13/21 - 10/10/21
 4 Weeks
 30 Faces



Sazama Real Estate
 Roslindale Farmers Market
 8/23/21 - 10/31/21
 11 Weeks
 25 Faces



Up Together
 Family Independence Initiative
 8/30/21 - 10/3/21
 5 Weeks
 10 Faces

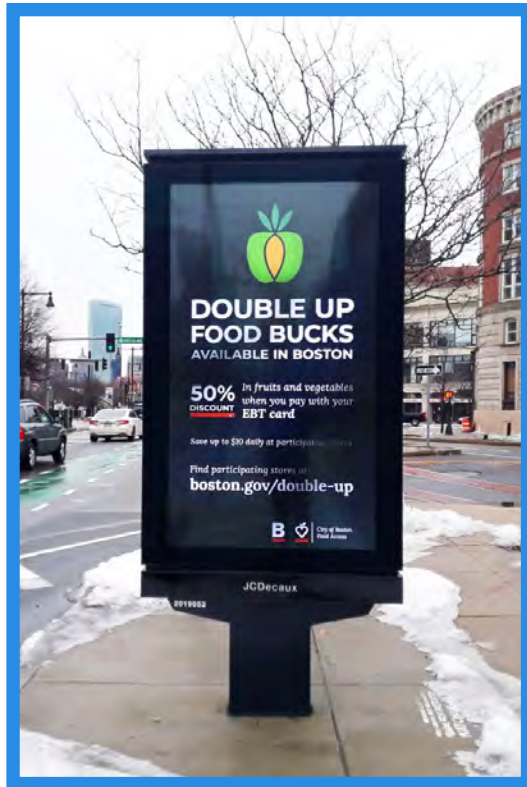


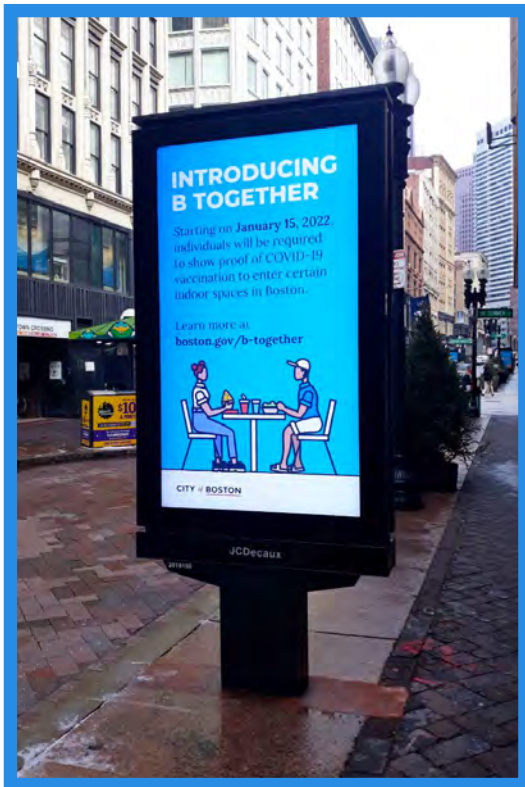
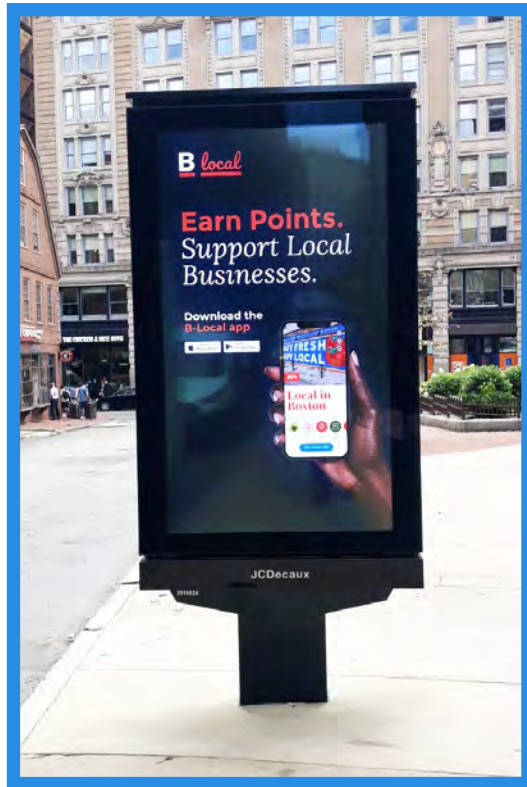
The Winter Walk
Ending Homelessness
12/13/21 - 2/13/21
9 Weeks
25 Faces



South Boston Chamber of Commerce
Shop Small Business
11/29/21 - 12/26/21
4 Weeks
9 Faces

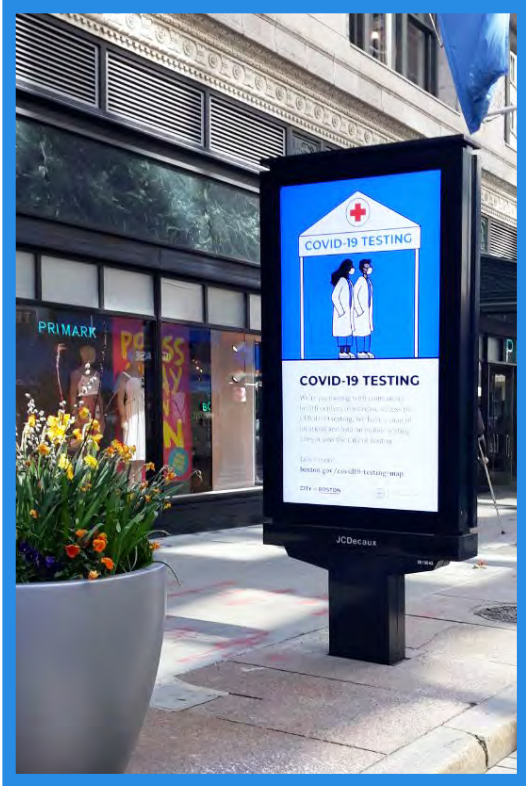
Other Public Service Campaigns





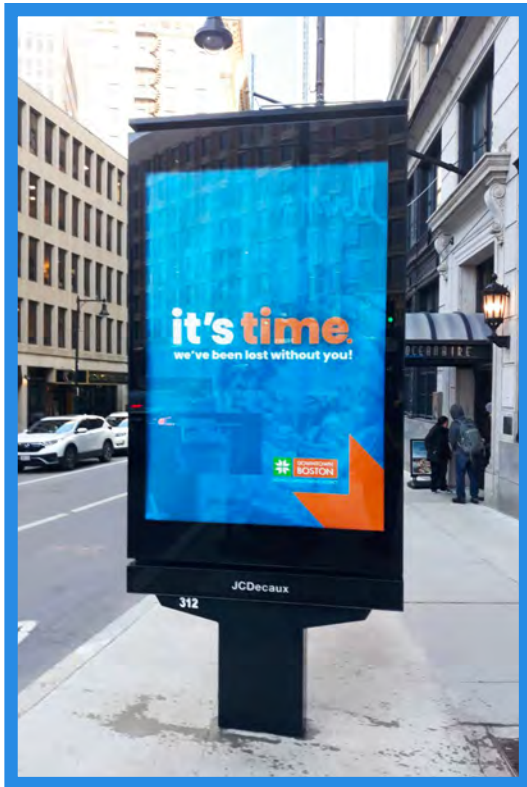


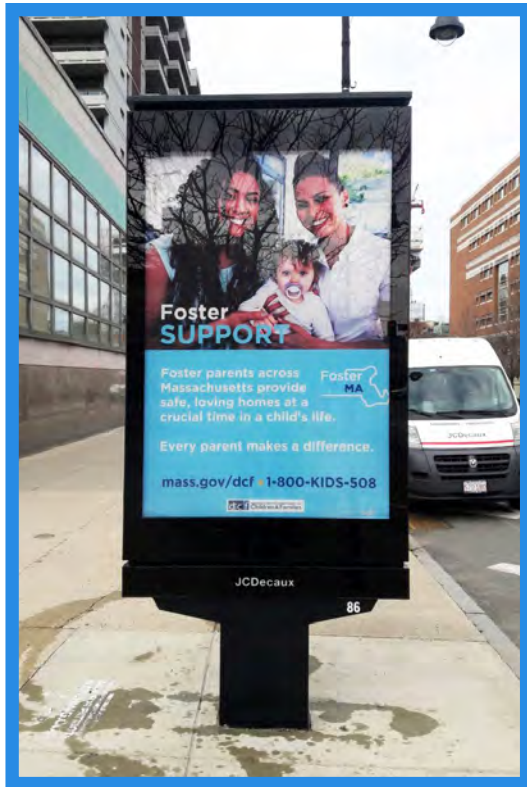
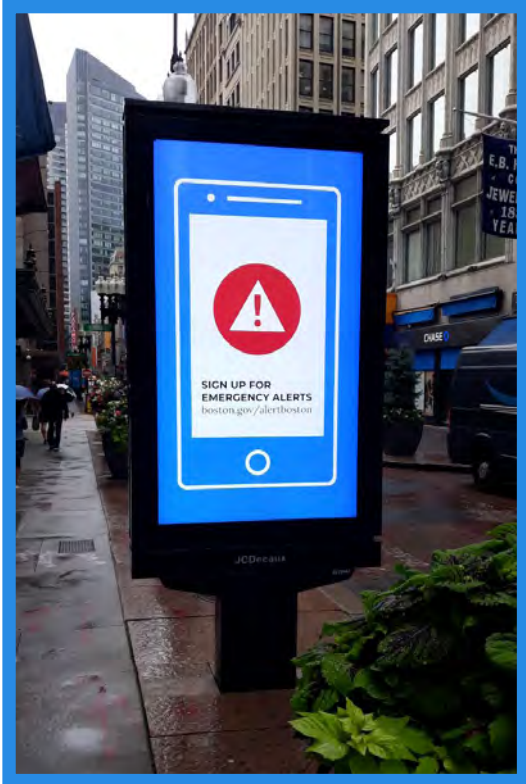


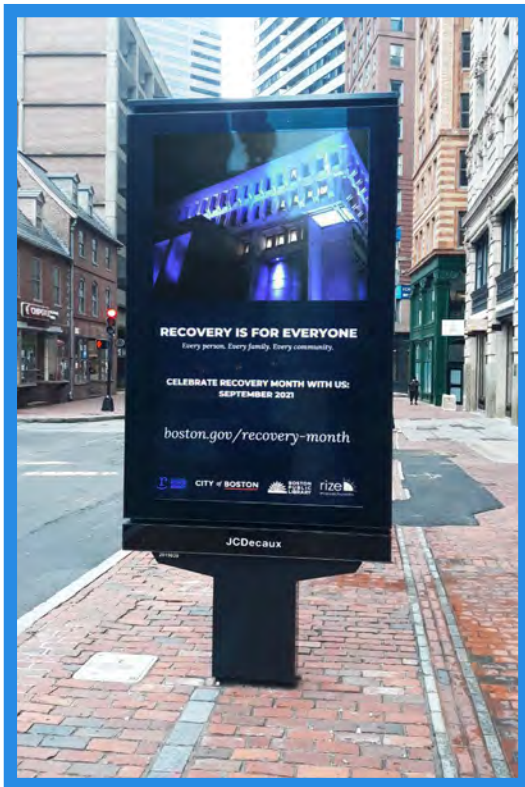


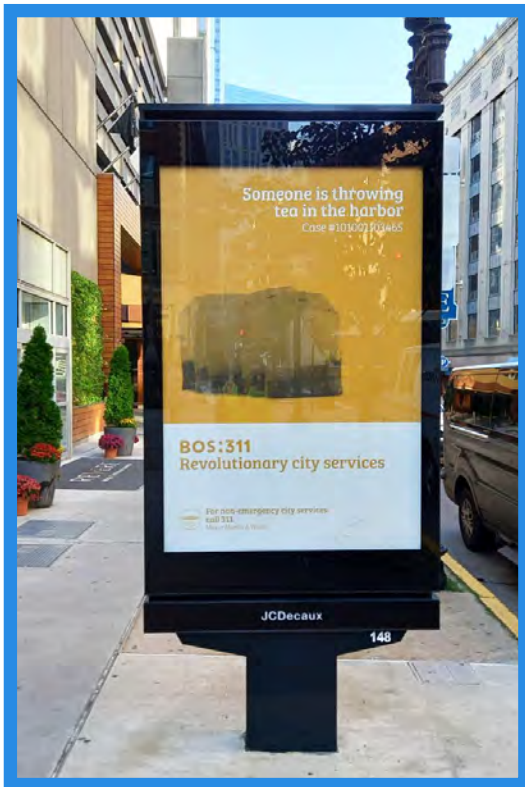


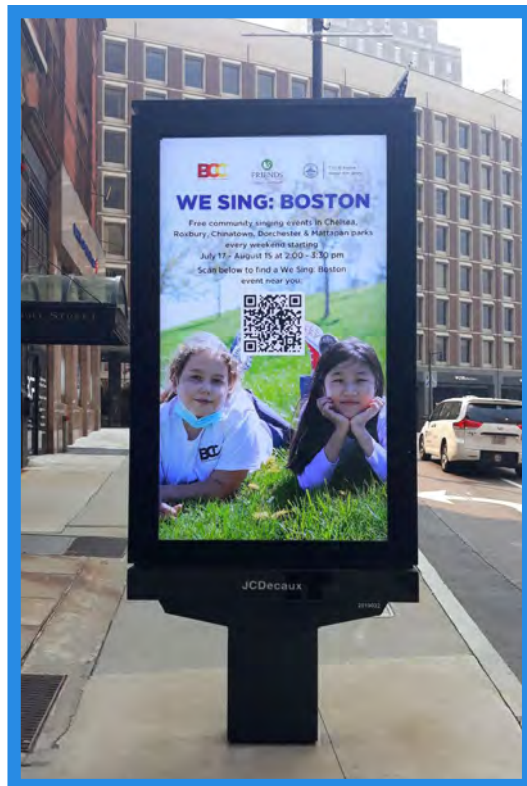
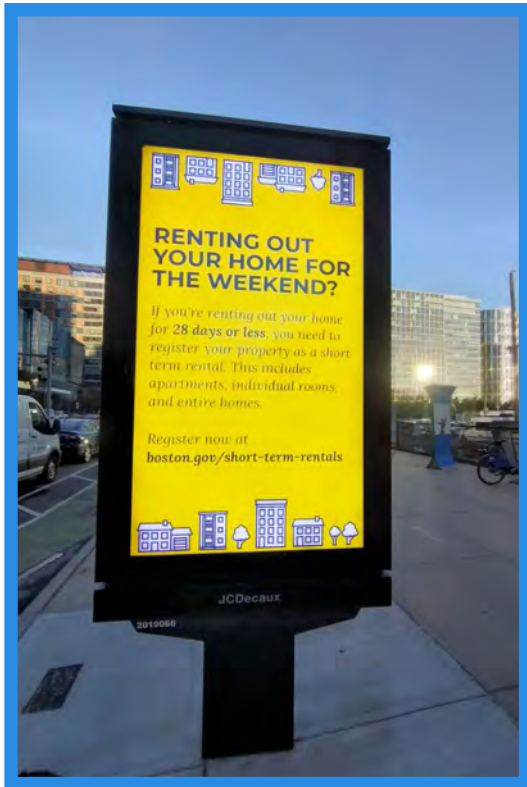


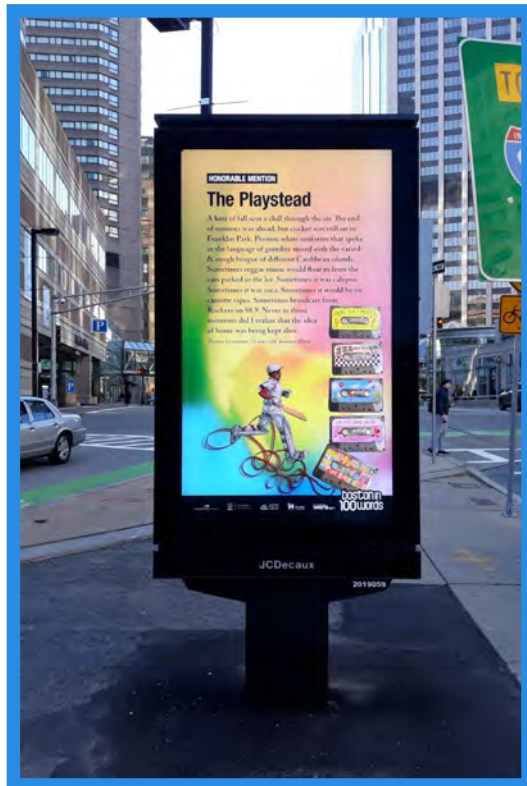
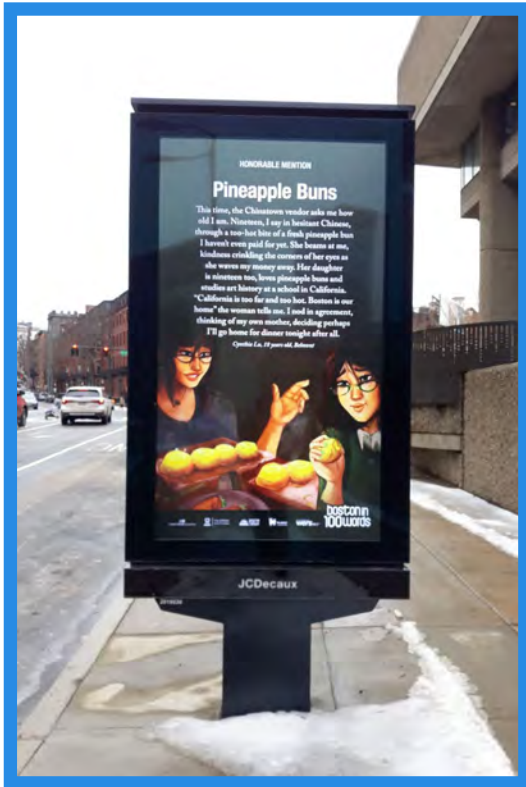


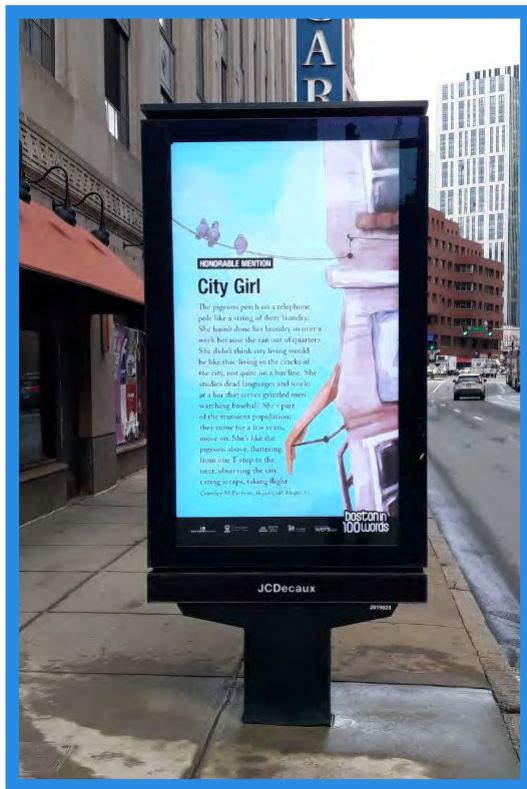
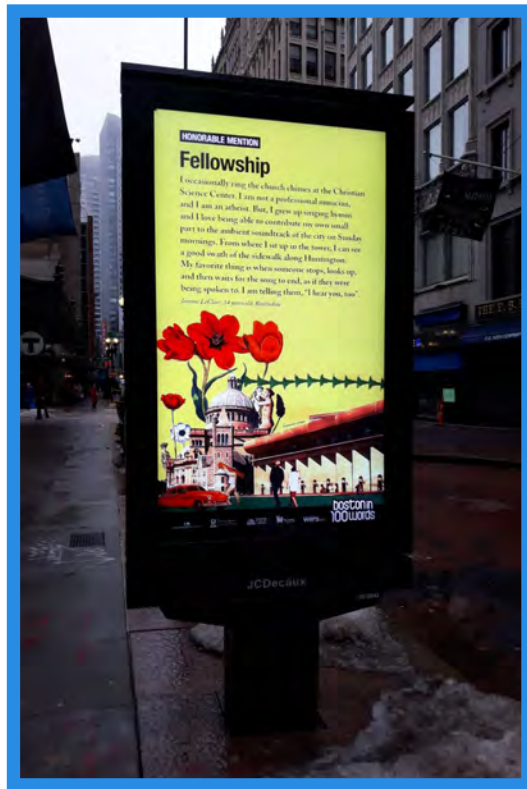












City of Boston Art Exhibitions



Rufai Zakari, "Nowhere is Cool," 2021. Photo: Chuck Choi, Courtesy of Public Art Fund, NY.

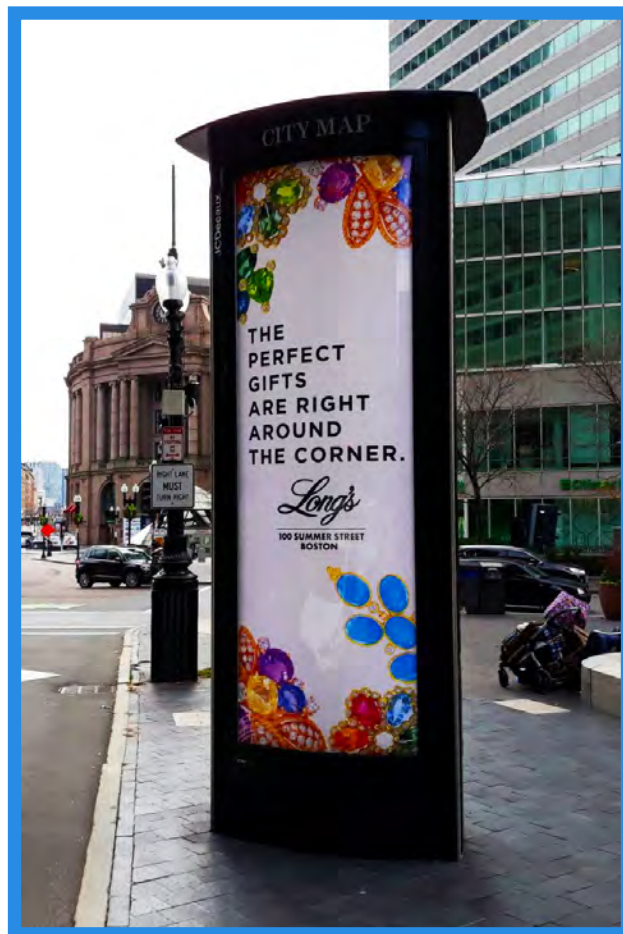


Paid Advertising Campaigns

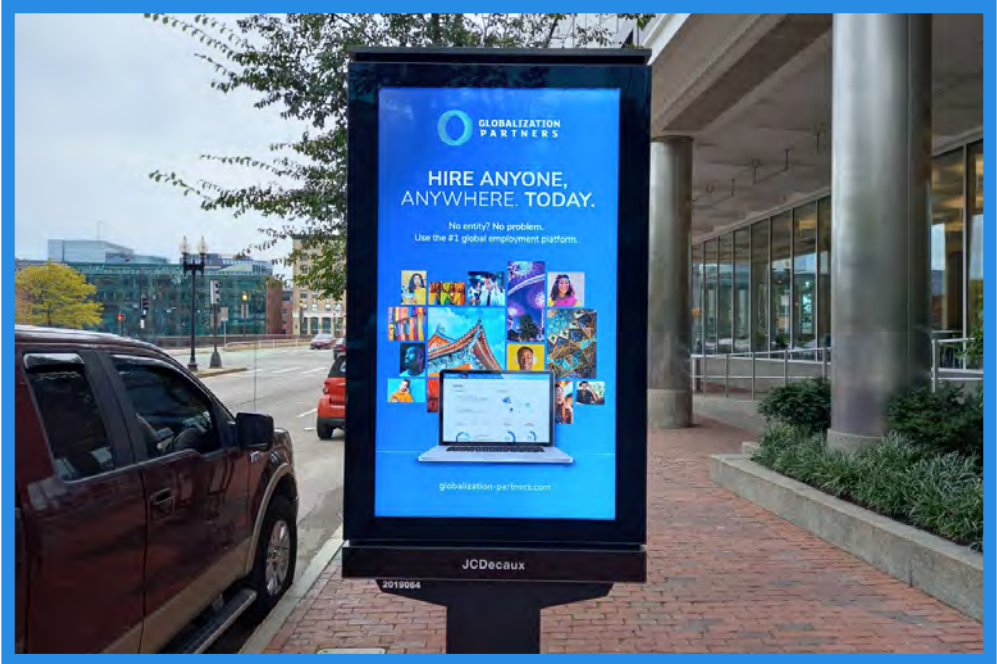
20 21

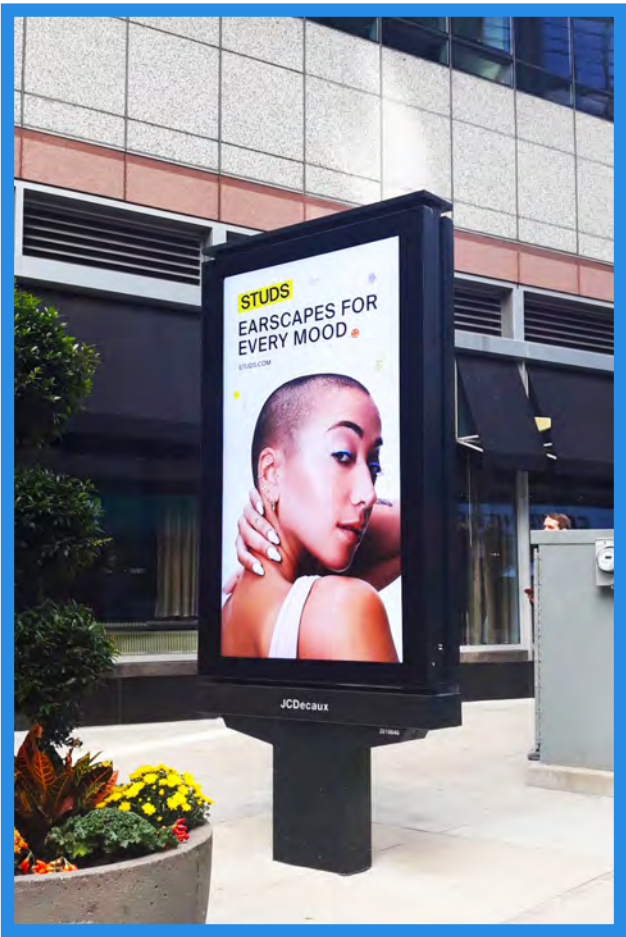
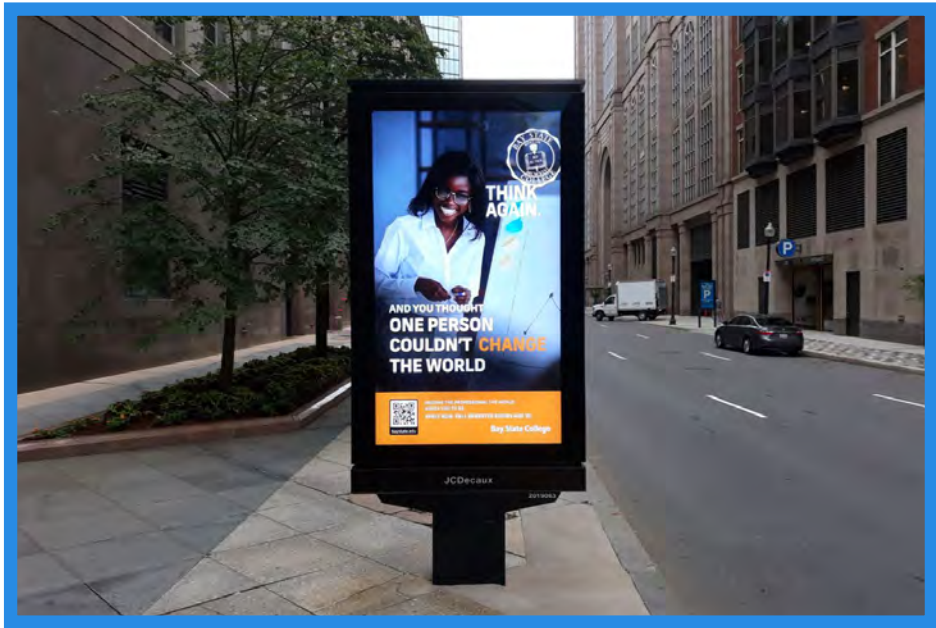
CITY *of* **BOSTON**

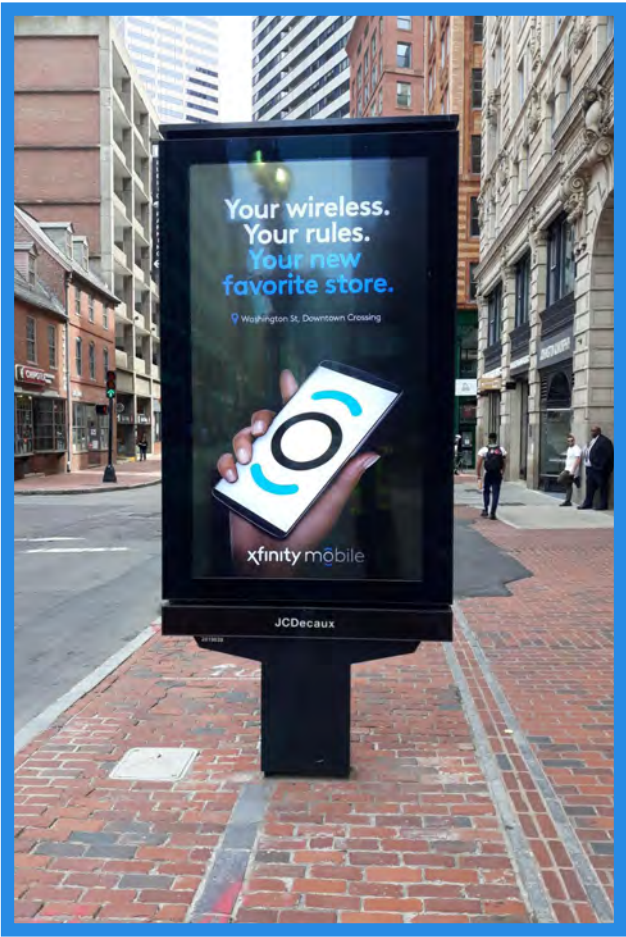


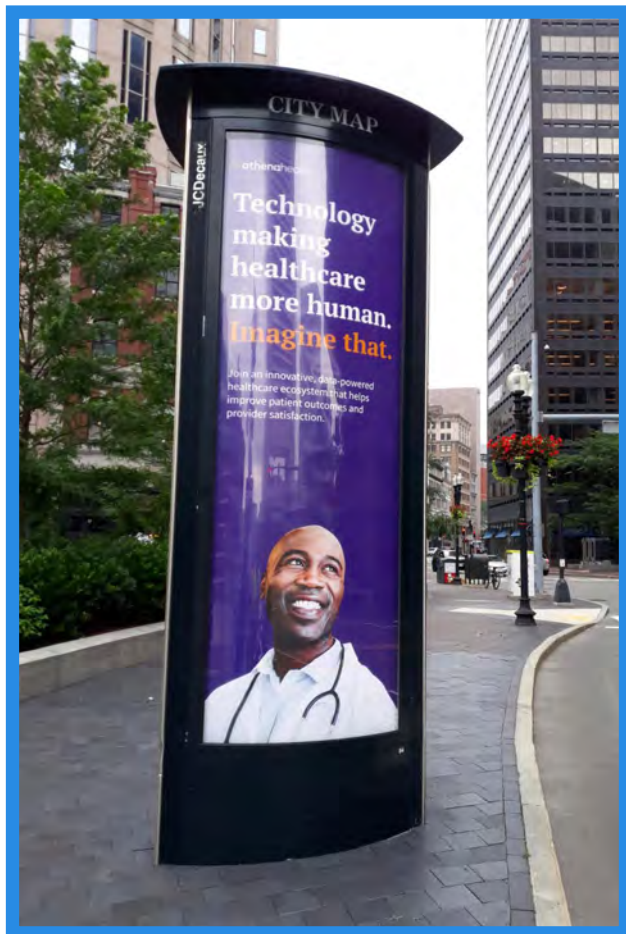






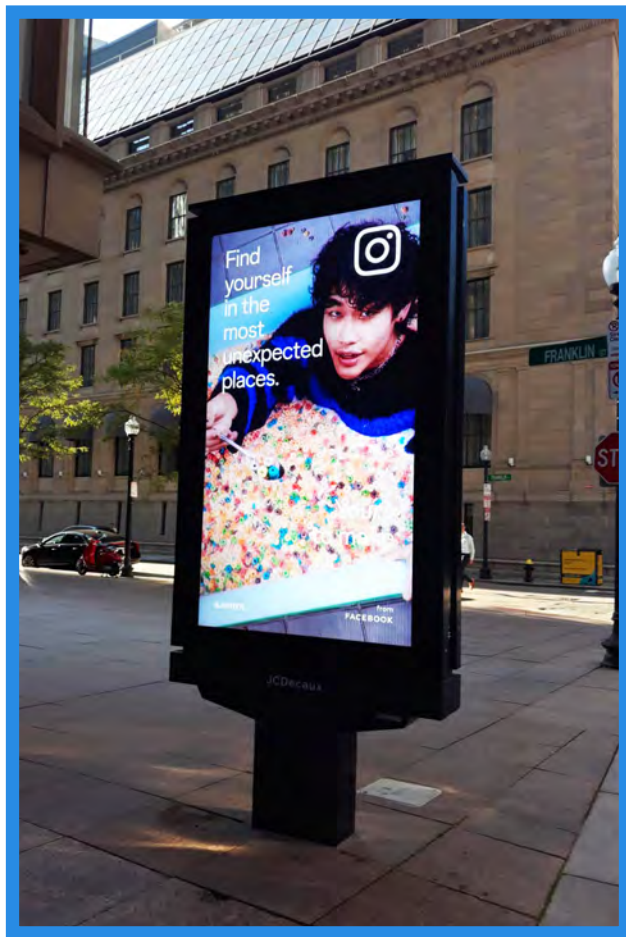




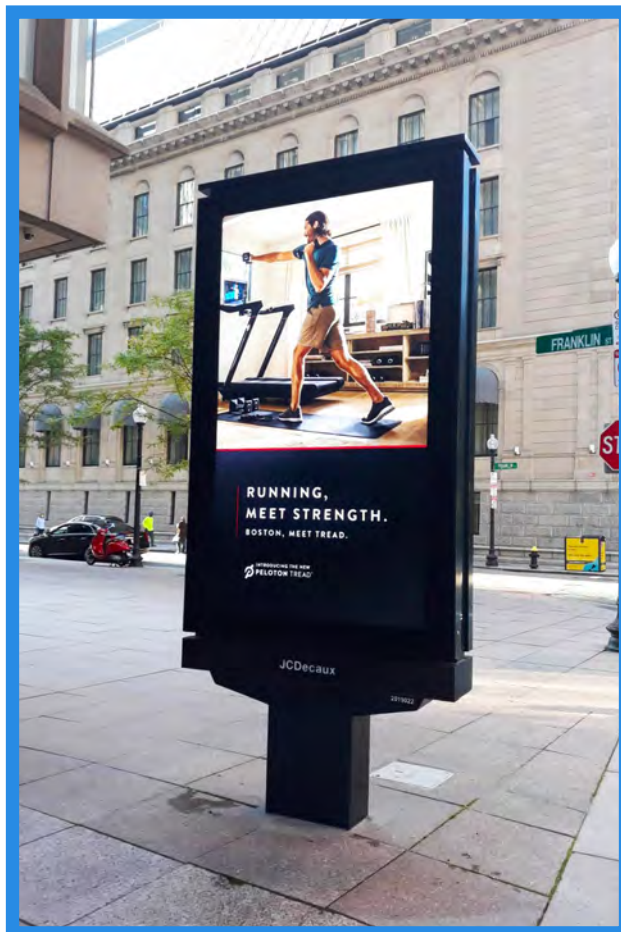
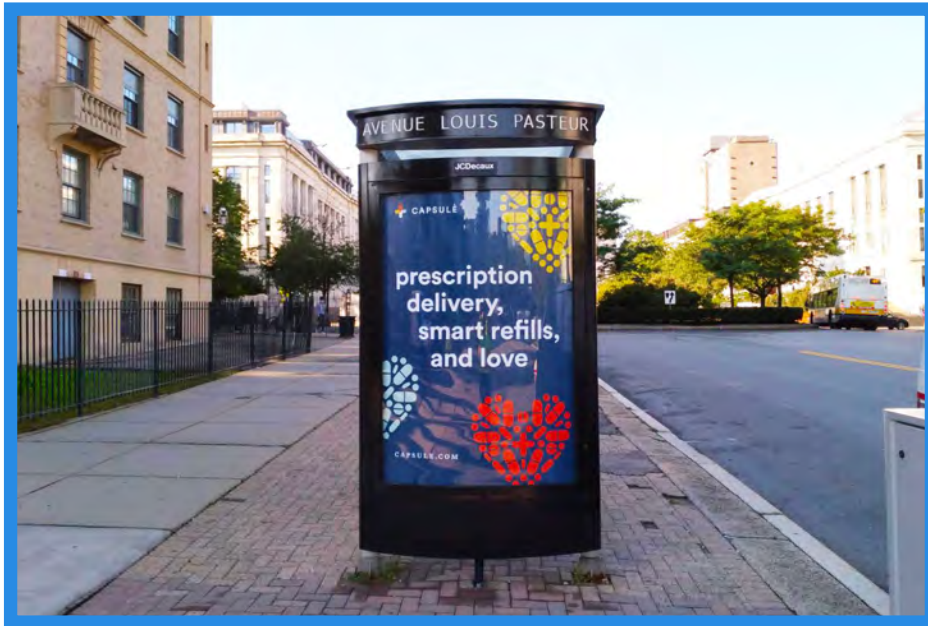


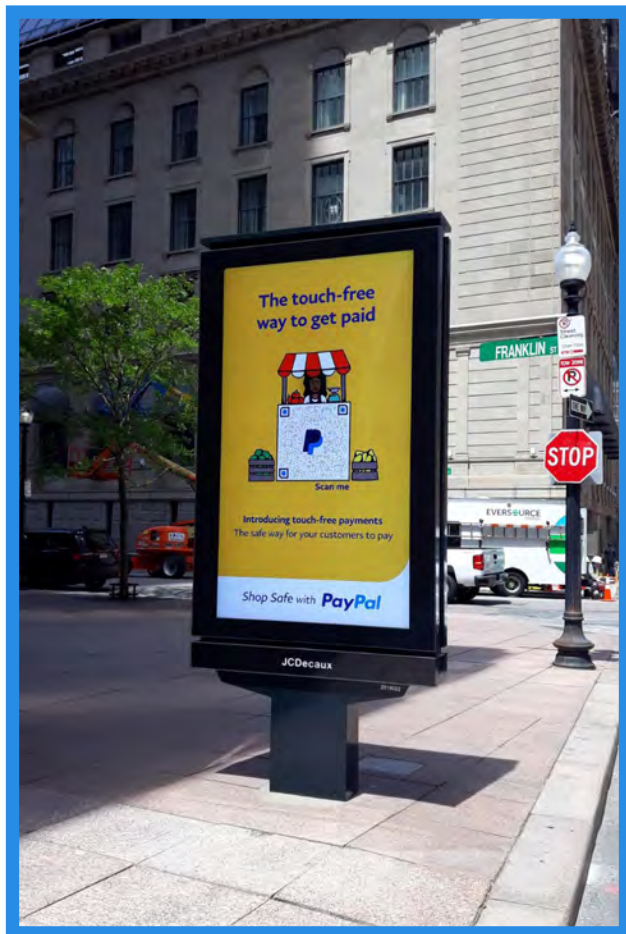
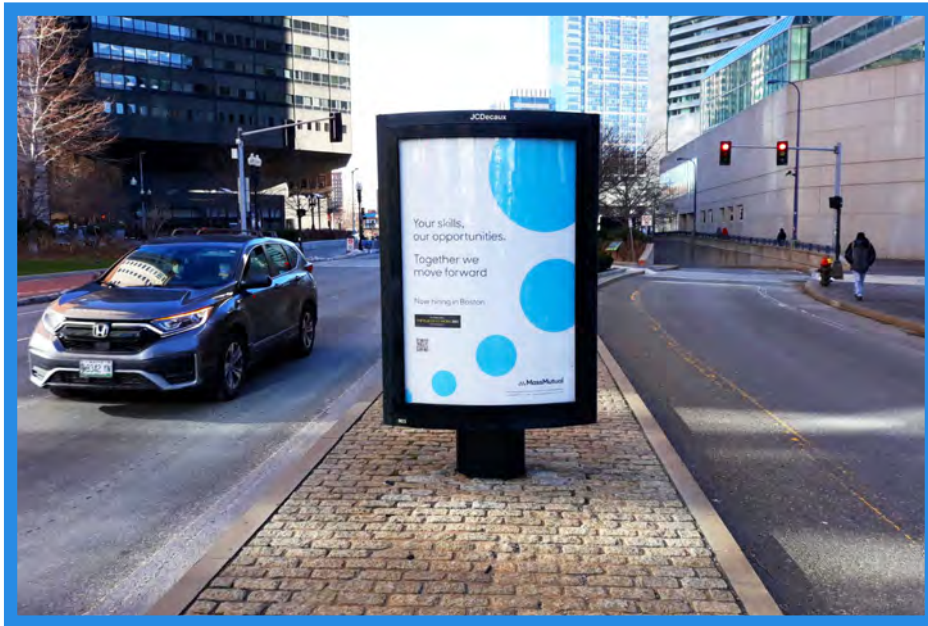


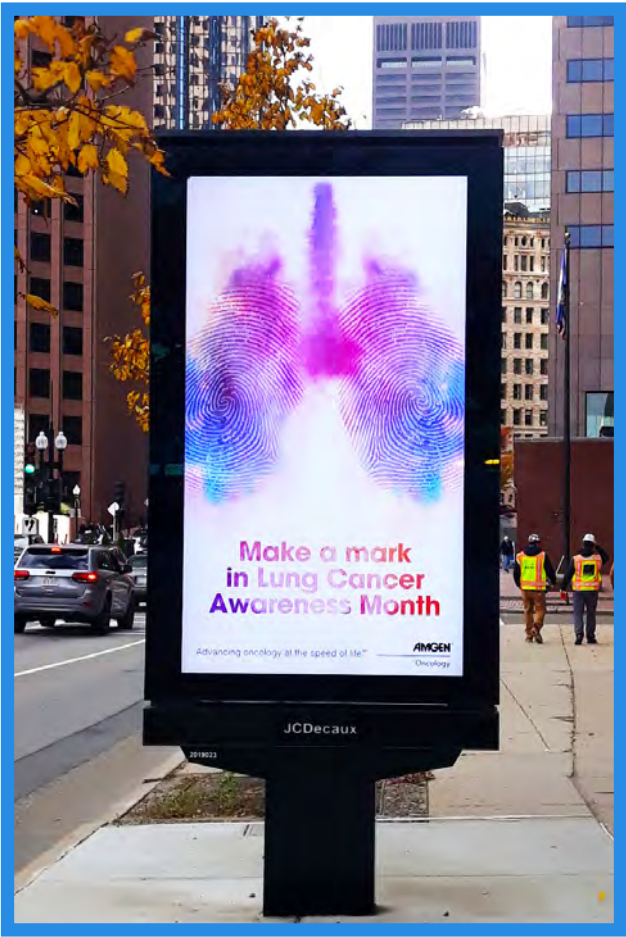










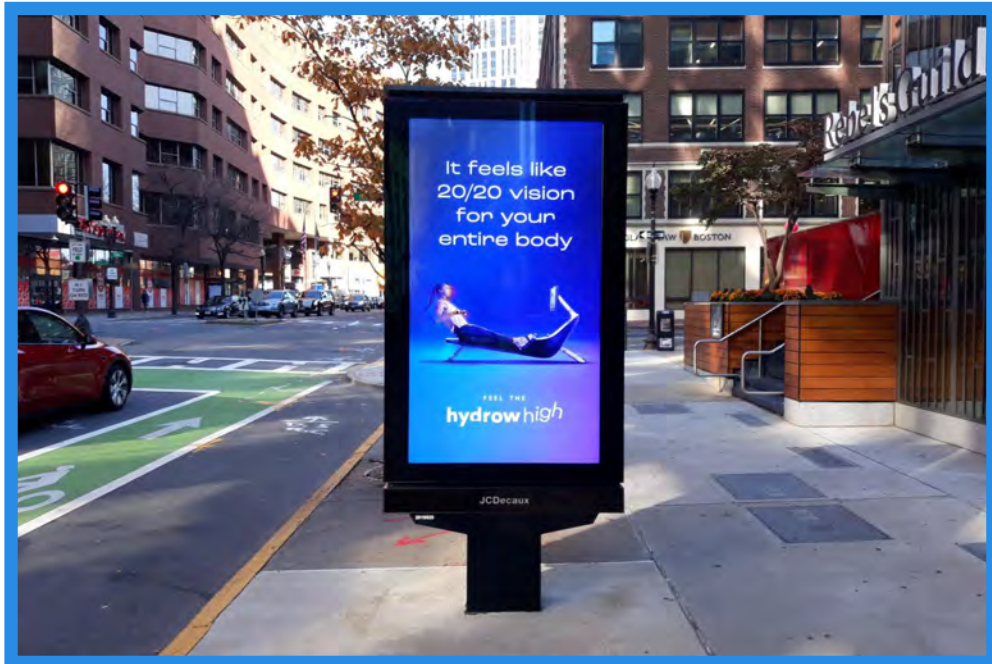






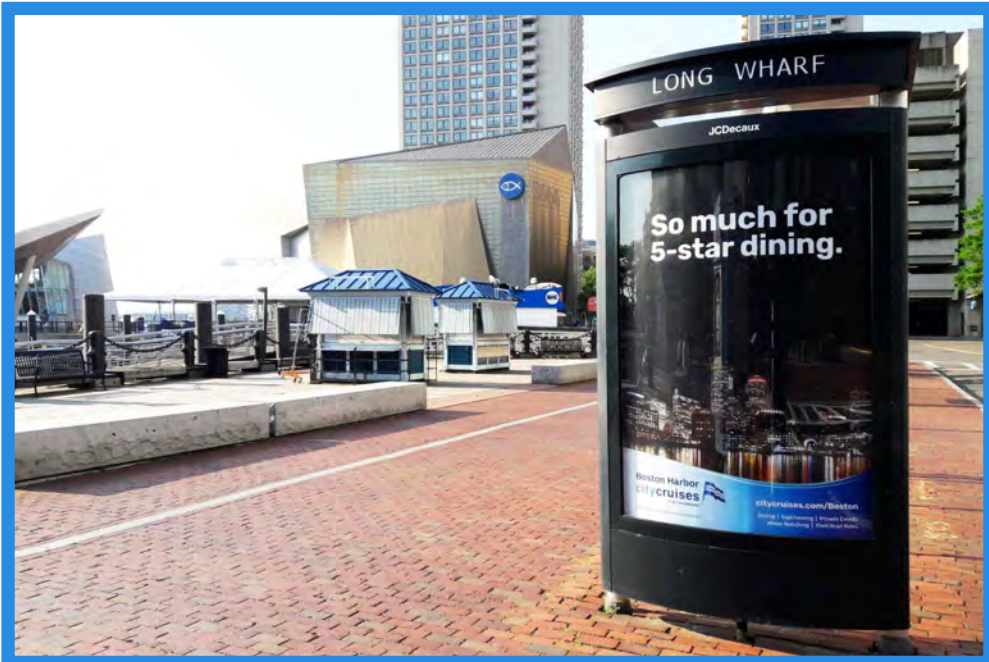
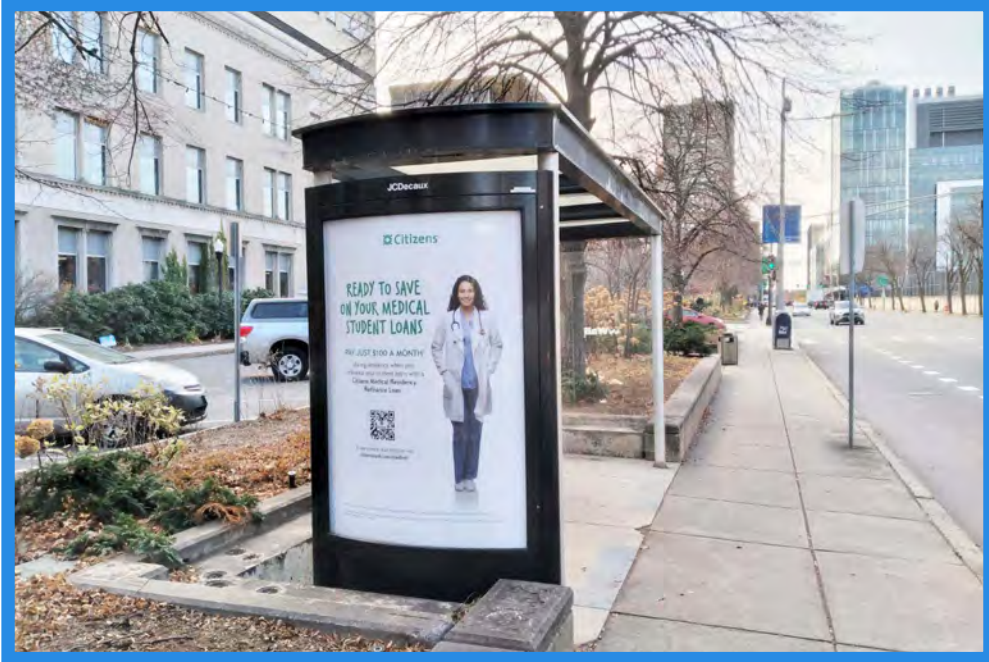












JCDecaux Boston, Inc.
2021 Annual Reporting for the City of Boston

March 11, 2022

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

CITY of BOSTON

