

JCDecaux Boston, Inc.
2022 Reporting
March 17, 2023

Jean-Luc Decaux
President & Co-Chief Executive Officer

Alan Sullivan
Co-Chief Executive Officer

20
22

CITY *of* BOSTON

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

March 17, 2023

The Honorable Michelle Wu
Mayor of the City of Boston
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 2022 and to confirm our payments remitted to the City of Boston for 2022. The 2022 Annual Percentage Fee is \$1,195,310.12 and was paid by wire transfer on March 1, 2023 and the 2023 Annual Fixed Fee will be paid no later than April 1, 2023.

Thank you for your and your teams' continued leadership and support in facilitating this innovative and important street furniture program. We are proud to report that JCDecaux donated over \$2 million of media space in 2022 to a wide array of NGOs. From our partnership with the Public Art Fund, which brought two dynamic art exhibits to the streets of Boston for all constituents to experience (which we are thrilled you had the opportunity to visit with Nicholas Baume in March of '22), to campaigns supporting homelessness, community events and education equality, JCDecaux made an important impact in 2022.

2022 was also the first full year for the City to take full advantage of its digital messaging on the completed network of digital City Information Panels. With our 51st (and final) digital unit installed just prior to the start of the year, the City enjoyed 12.5% of all digital space on these units, which equates to over 40 million individual plays, and ran hundreds of important and dynamic campaigns.

We look forward to another successful year of partnership in 2023.

Sincerely yours,



Jean-Luc Decaux
President & Co-Chief Executive Officer



Alan Sullivan
Co-Chief Executive Officer

cc: City of Boston
Peter O'Sullivan

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

JCDecaux Boston, Inc. 2022 Reporting March 17, 2023

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Part 1

2022

CITY *of* BOSTON

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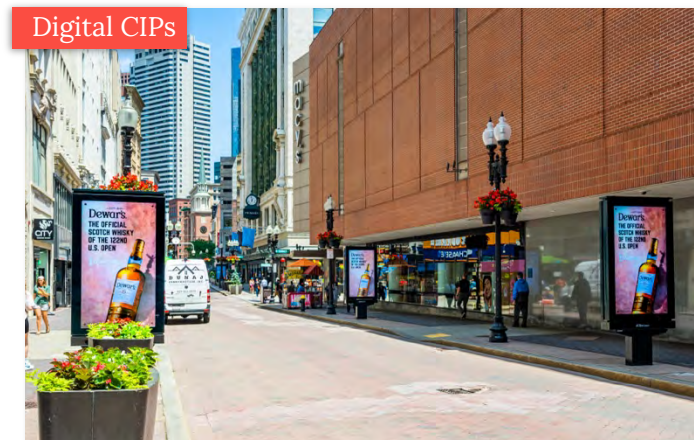
Note: All text referenced herein is taken from the Agreement between the City of Boston and Wall USA, Inc. for the Implementation of a Coordinated Street Furniture Program dated as of May 2, 2001, as amended by and between the City of Boston and Wall USA, Inc. All references to “JCDecaux” or the “Company” 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. With a full-time maintenance staff of ten, JCDecaux Boston maintains approximately 432 products throughout the City.

The contractual \$1,500,000 Annual Fixed Fee payment for 2023 will be made no later than April 1, 2023. A wire transfer for the 2022 Annual Percentage Fee equal to \$1,195,310.12 was issued to the City of Boston on March 1, 2023.

CITY of BOSTON



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	\$22,750,000	\$19,026,570	\$41,776,570

(1) The 2023 Fixed Fee will be paid on April 1, 2023.

(2) The 2023 Percentage Fee will be paid at the beginning of 2024.

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 2022.

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. 2022 Reporting March 17, 2023

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Part 2

2022

CITY *of* BOSTON

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Public Service Campaigns

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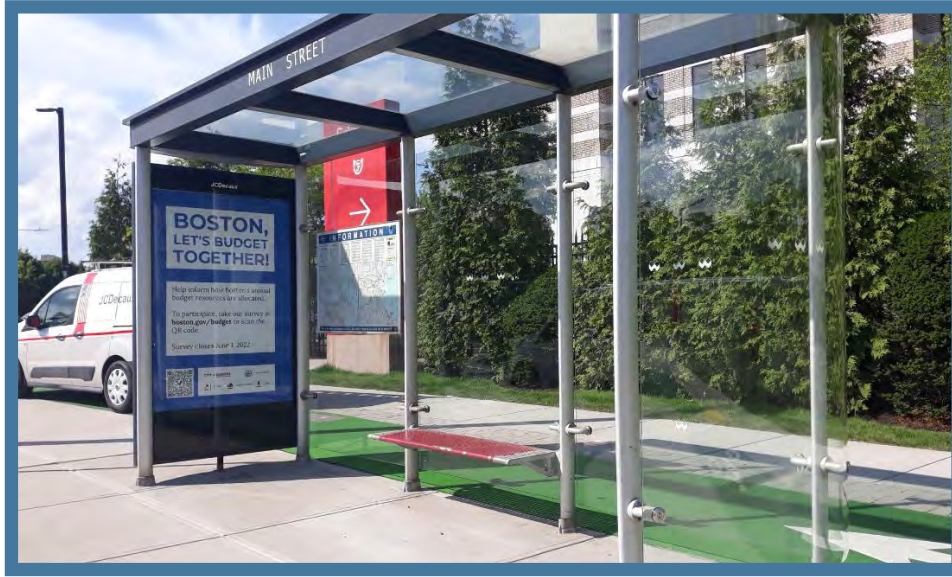
CITY *of* **BOSTON**

Public Service Advertising for 2022

BOSTON		
BOOKING ID	ADVERTISER	CAMPAIGN
SM014889	Public Art Fund	Global Positioning
SM017525	Y2Y	Youth Homelessness
SM017612	Ethos	Meals on Wheels
SM018433	City of Boston	FY23 Budget
SM018064	BAMS	Boston Art & Music Soul Festival
SM019158	Community Boating, Inc.	Community Boating, Inc.
SM017358	Boston 4 Celebrations Foundation	Boston Pops
SM018741	Navy Yard Garden	Of Many Minds Sculpture Exhibit
SM018527	Commonwealth Shakespeare Company	Much Ado About Nothing - Boston Commons
SM020427	Boston Fisheries Foundation	Boston Seafood Festival
SM017631	JP Music Fest	JP Music Fest
SM019360	Public Art Fund	Wendy Red Star
SM021095	Boston Elections Department	Early Voting
SM019881	South Boston Neighborhood Development Corporation	22nd South Boston Street Festival
SM021208	Fenway Alliance	Opening Our Doors
SM021484	UNICEF	Trick or Treat
SM022080	Jump Start for Young Children	Read for the Record
SM022187	Boston Public Library	Get Your Library Card
SM022414	Boston Elections Department	Early Voting (November Elections)
SM023592	South Boston Neighborhood Development Corporation	South Boston Christmas Stroll
SM023826	The Winter Walk	Ending Homelessness Walk 2022

Throughout 2022, 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 26.

City of Boston Public Service Campaigns



City of Boston
FY23 Budget
4/25/22 - 6/5/22
6 Weeks
40 Faces



Boston Elections Department
Early Voting
8/15/22 - 9/5/22
3 Weeks
100 Faces



Boston Elections Department
 Early Voting (November Elections)
 10/17/22 - 11/6/22
 3 Weeks
 100 Faces



Boston Public Library
 Get Your Library Card
 10/3/22 - 10/30/22
 4 Weeks
 20 Faces

Other Public Service Campaigns



Kaylene Whiskey, Tea with Dolly, 2021. Courtesy the artist, Iwantja Arts and Roslyn Oxley9 Gallery. Photo: Chuck Choi, Courtesy of Public Art Fund, NY.

Public Art Fund
Global Positioning
1/17/22 - 6/5/22
20 Weeks
50 Faces



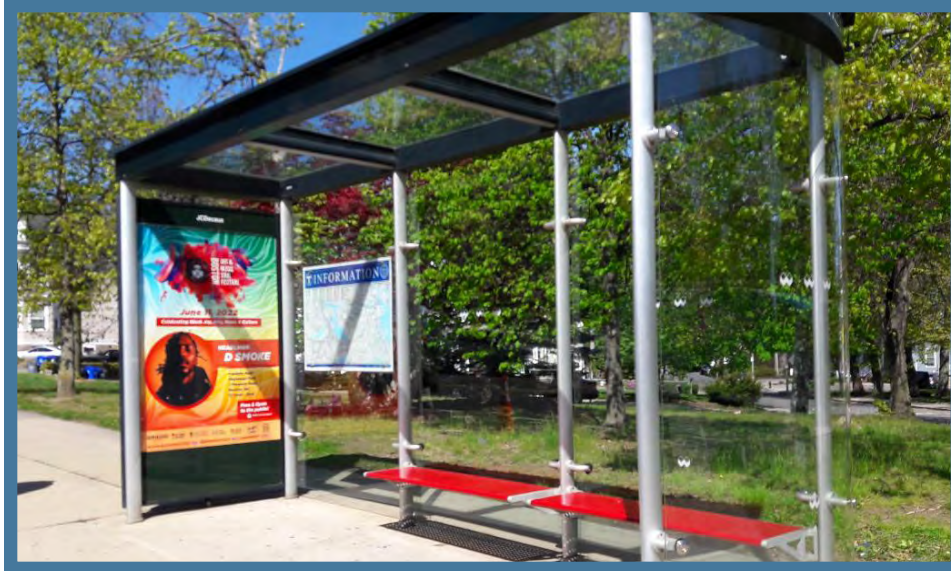
Y2Y
Youth Homelessness
2/28/22 - 4/24/22
8 Weeks
25 Faces



Ethos
 Meals on Wheels
 4/4/22 - 5/1/22
 4 Weeks
 25 Faces



South Boston Neighborhood Development Corp.
 South Boston Christmas Stroll
 11/21/22 - 12/4/22
 2 Weeks
 6 Faces



BAMS
 Boston Art & Music Soul Festival
 5/9/22 - 6/12/22
 5 Weeks
 40 Faces



Community Boating, Inc.
 5/30/22 - 7/24/22
 8 Weeks
 25 Faces



Boston 4 Celebrations Foundations
Boston Pops
6/6/22 - 7/10/22
5 Weeks
40 Faces



Navy Yard Garden
Of Many Minds Sculpture Exhibit
6/27/22 - 8/7/22
6 Weeks
20 Faces



Commonwealth Shakespeare Company
 Much Ado About Nothing - Boston Commons
 7/4/22 - 8/7/22
 5 Weeks
 15 Faces



Boston Fisheries Foundation
 Boston Seafood Festival
 7/18/22 - 8/7/22
 3 Weeks
 25 Faces



JP Music Festival
 8/1/22 -9/11/22
 6 Weeks
 30 Faces



Wendy Red Star, Takes Pretty Things, 2022, Courtesy the artist
 Photo: Mel Taing, Courtesy of Public Art Fund, NY

Public Art Fund
 Wendy Red Star
 8/1/22 - 11/20/22
 16 Weeks
 50 Faces



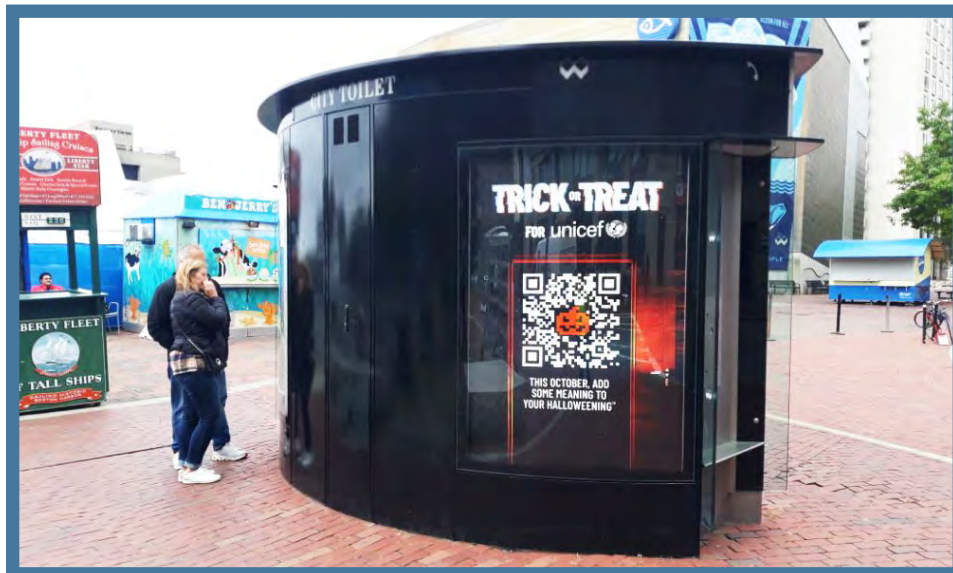
South Boston Neighborhood Development Corp.
 22nd South Boston Street Festival
 8/22/22 - 9/18/22
 4 Weeks
 17 Faces



Jump Start for Young Children
 Read for the Record
 10/3/22 - 10/30/22
 4 Weeks
 50 Faces



Fenway Alliance
 Opening Our Doors
 9/12/22 - 10/16/22
 5 Weeks
 30 Faces



UNICEF
 Trick or Treat
 10/3/22 - 11/6/22
 5 Weeks
 40 Faces

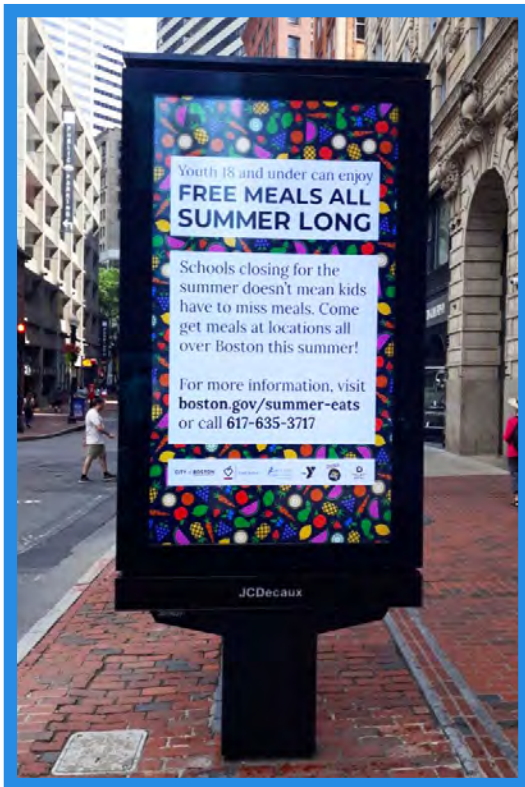
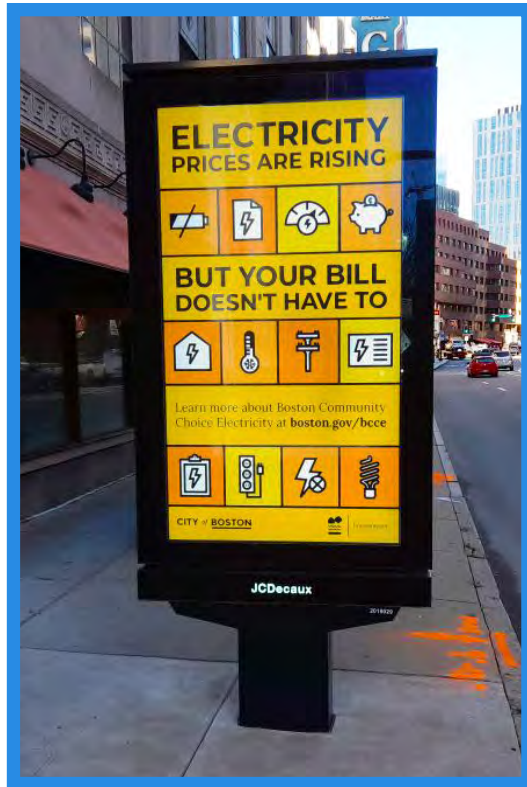


The Winter Walk
Ending Homelessness Walk 2022
12/19/22 - 12/31/22
2 Weeks
25 Faces

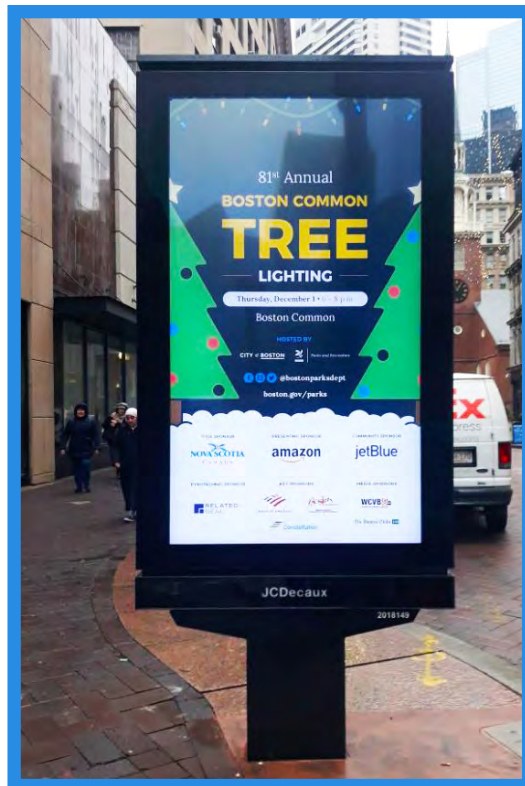
City of Boston Digital Advertising

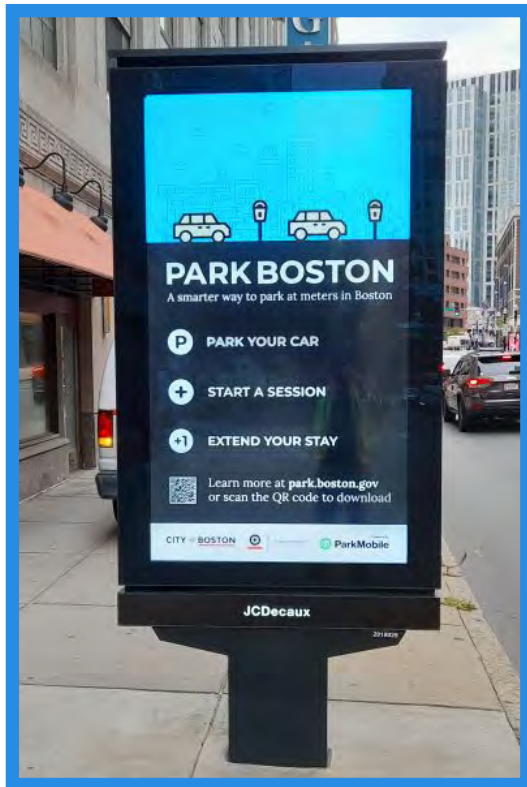


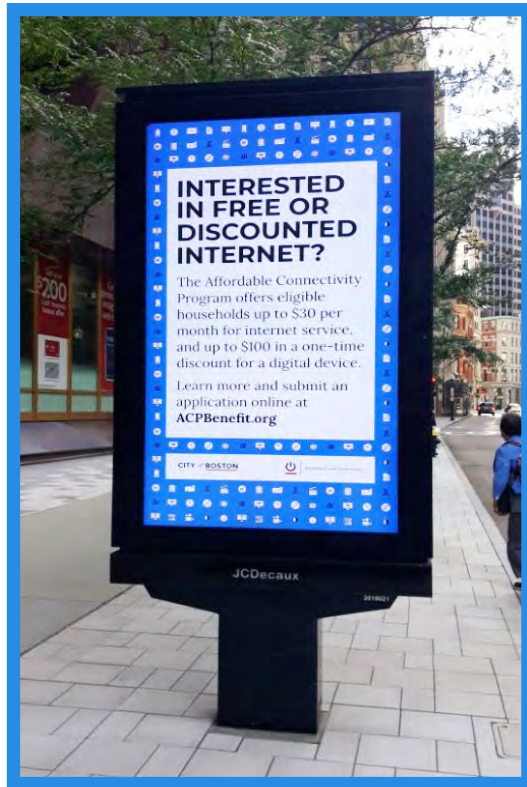














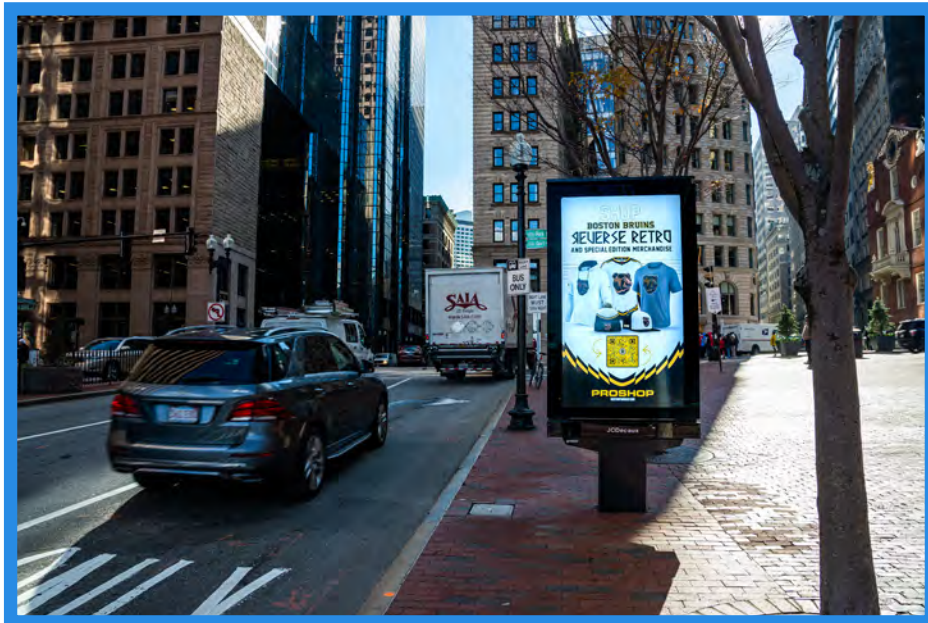




Paid Advertising Campaigns

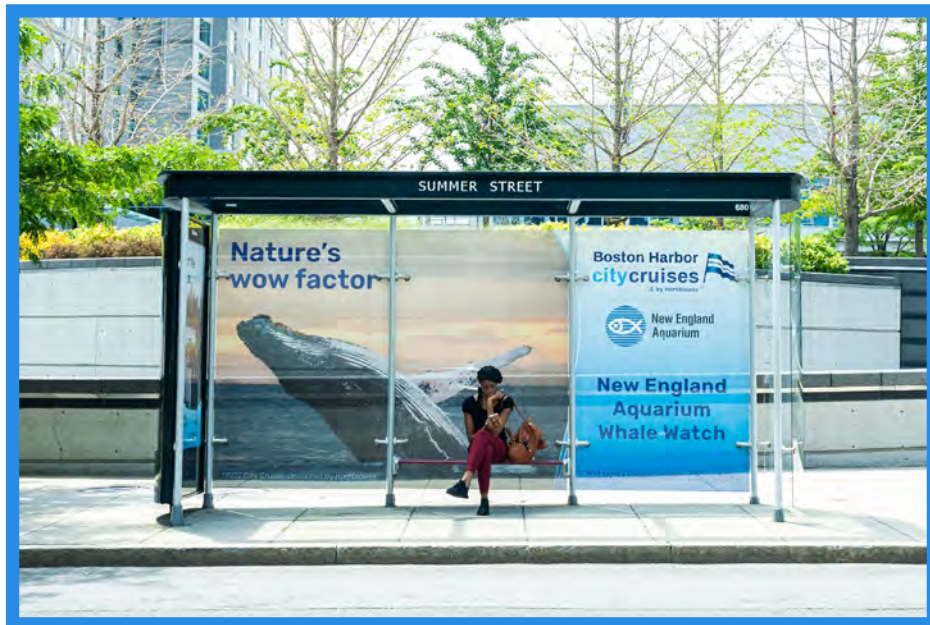
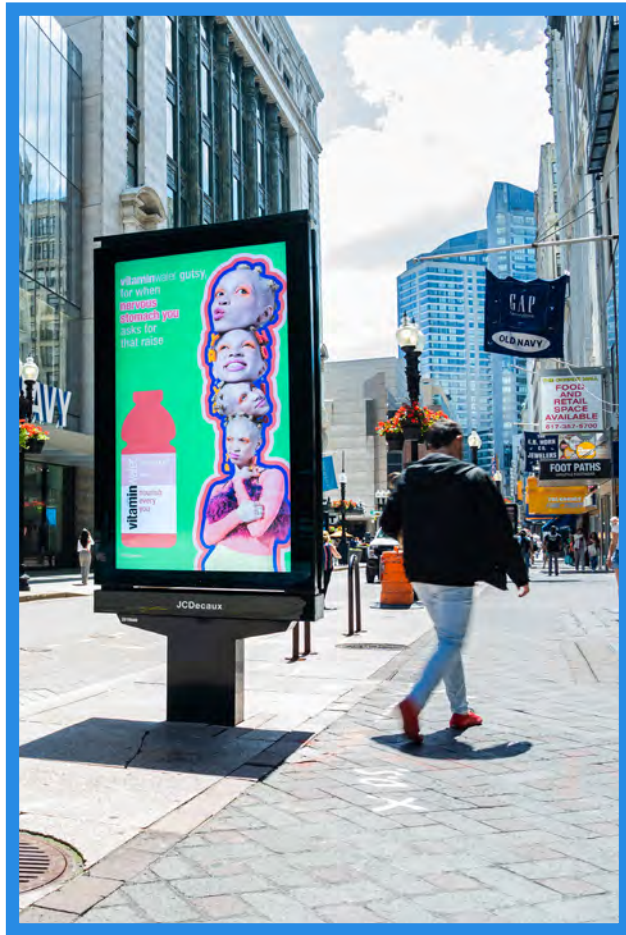
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CITY *of* **BOSTON**

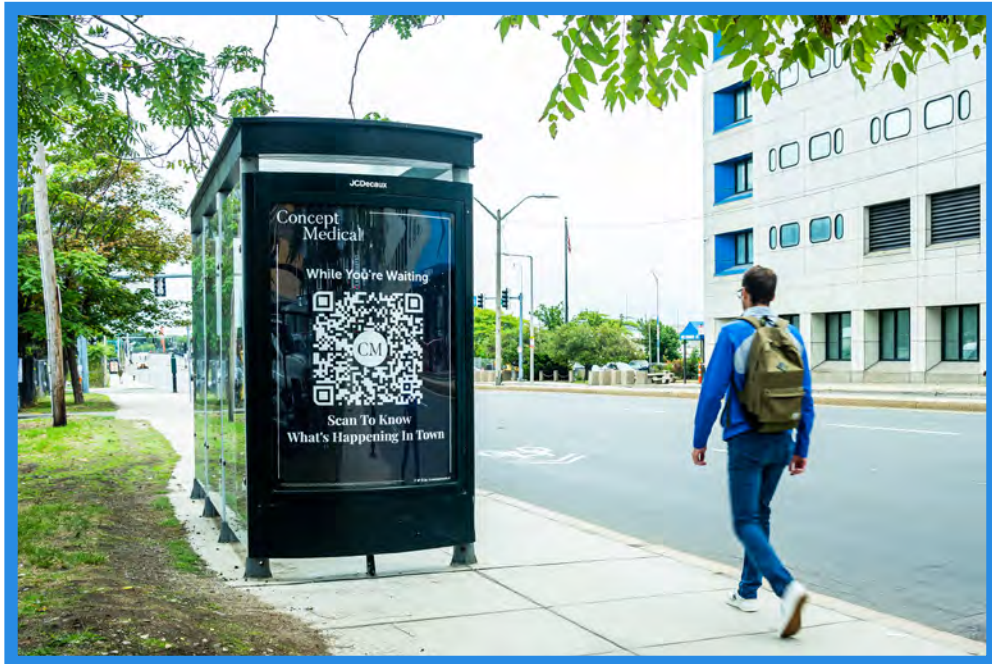


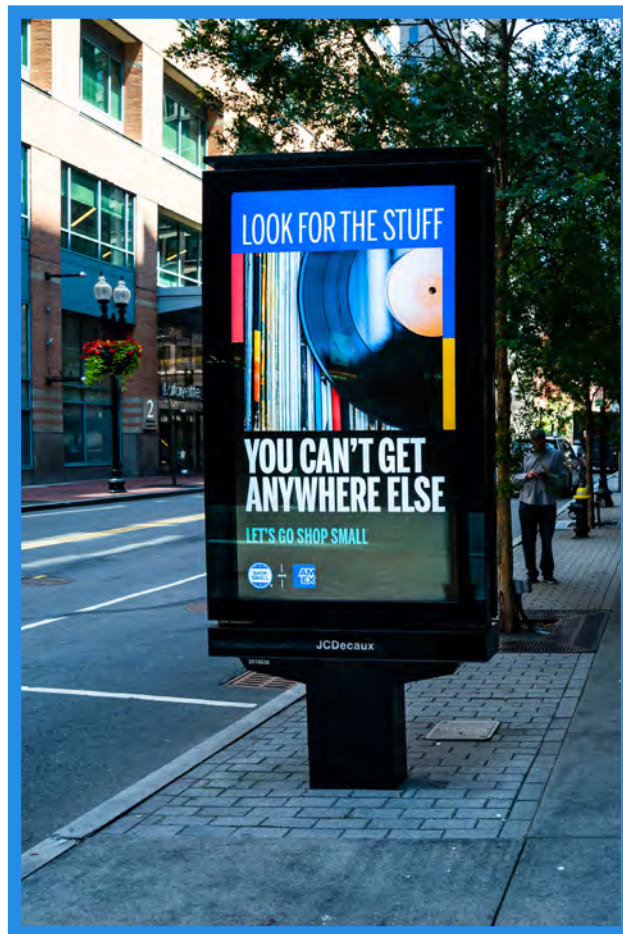








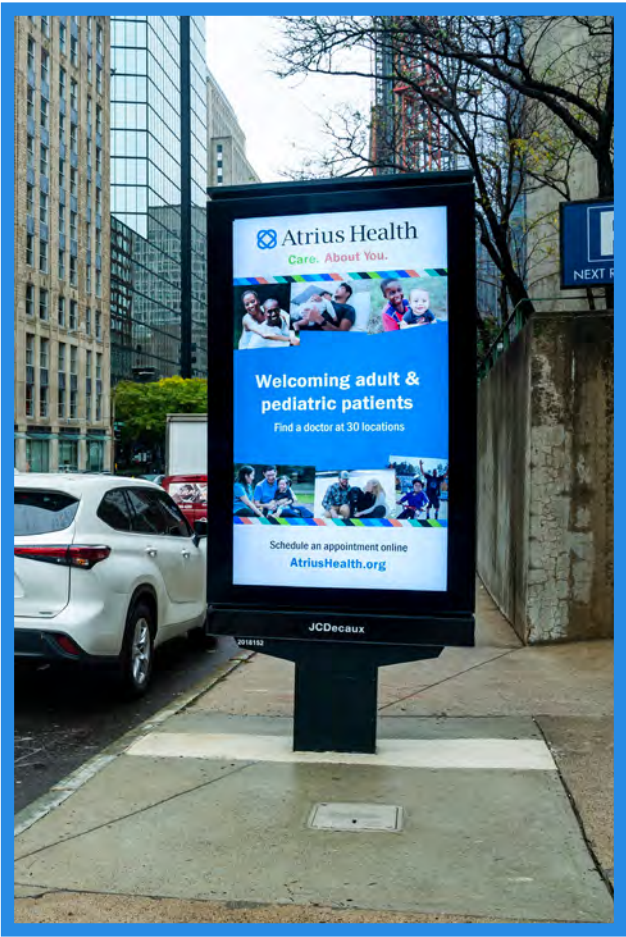


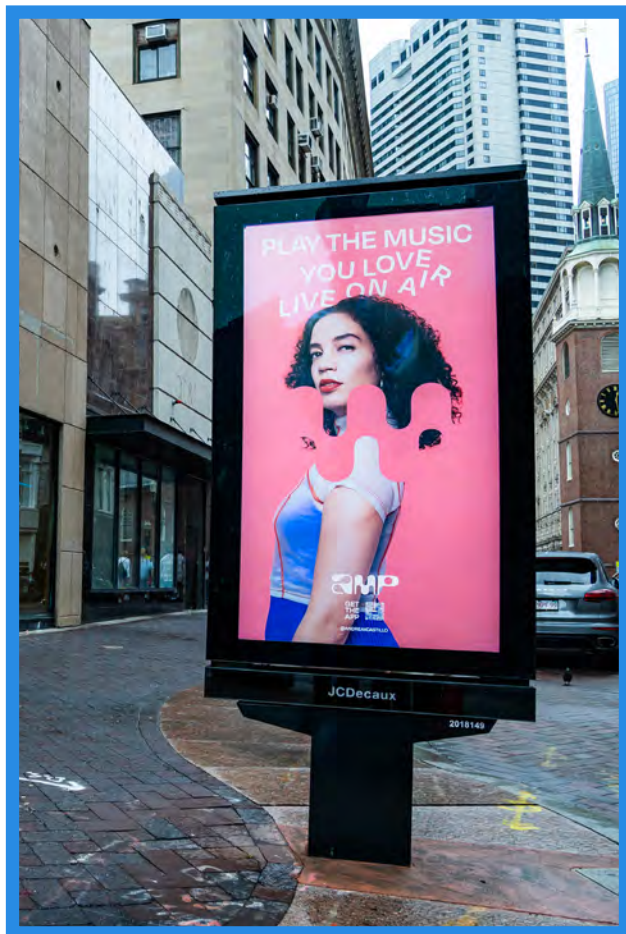


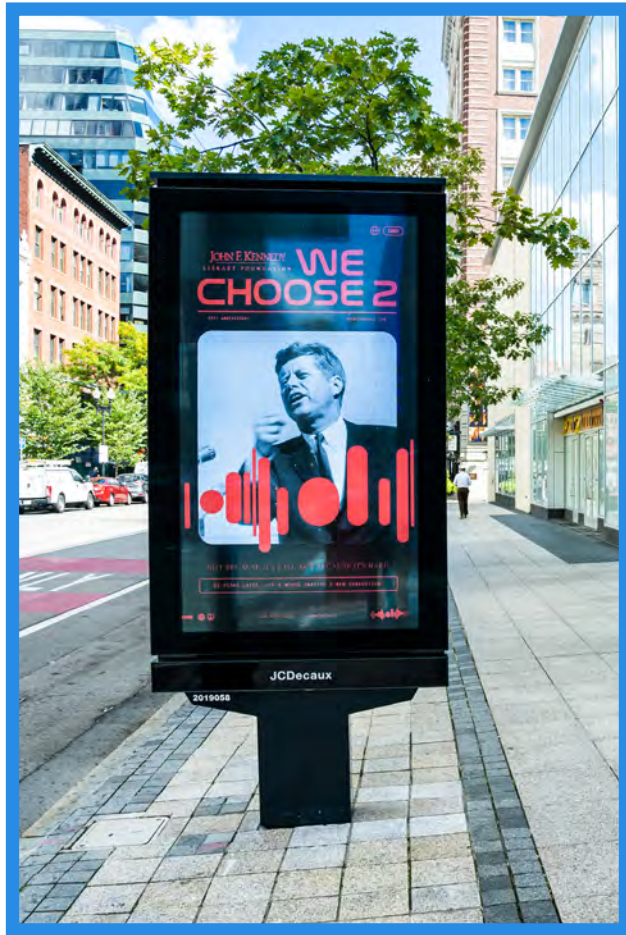


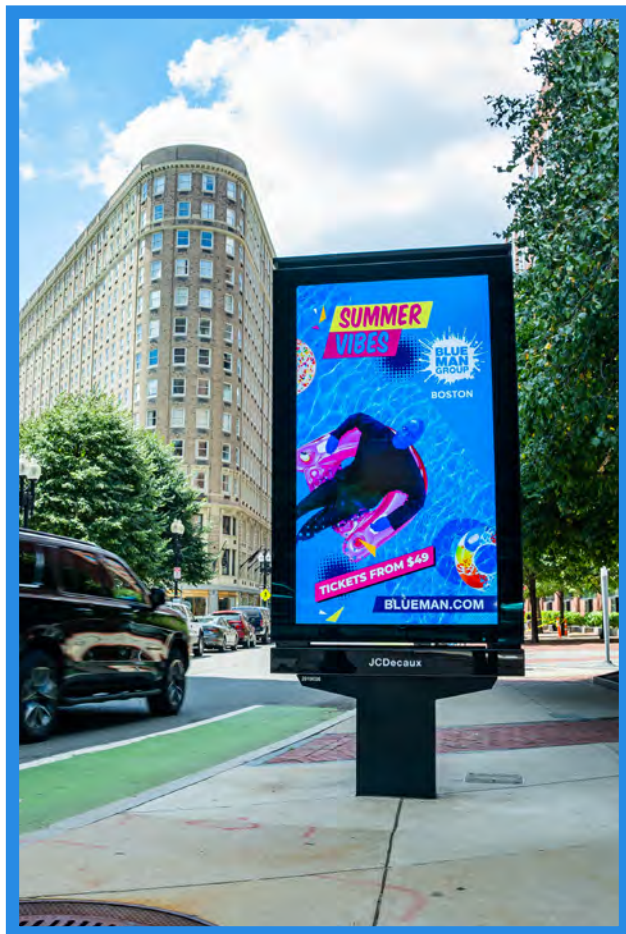


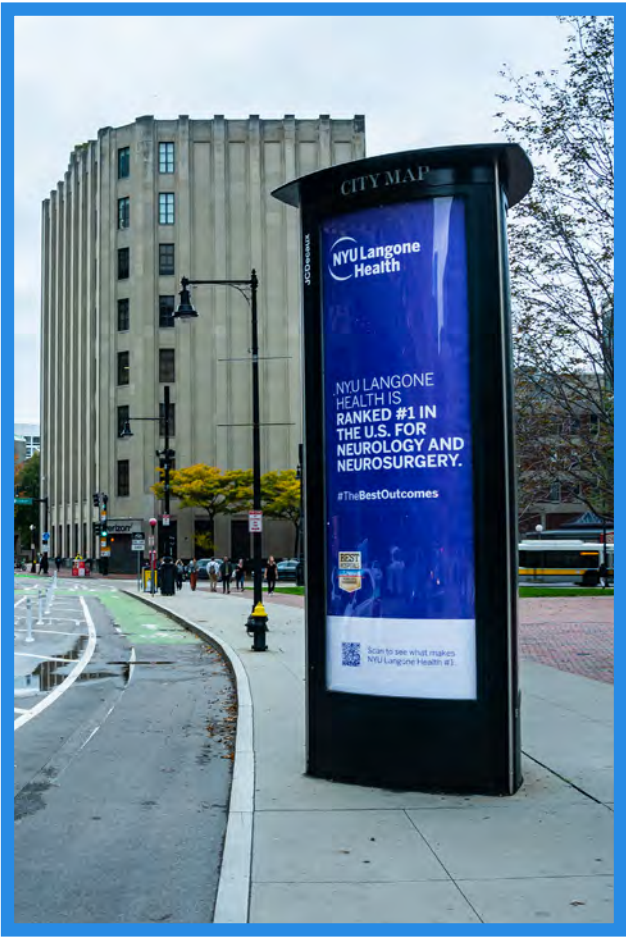


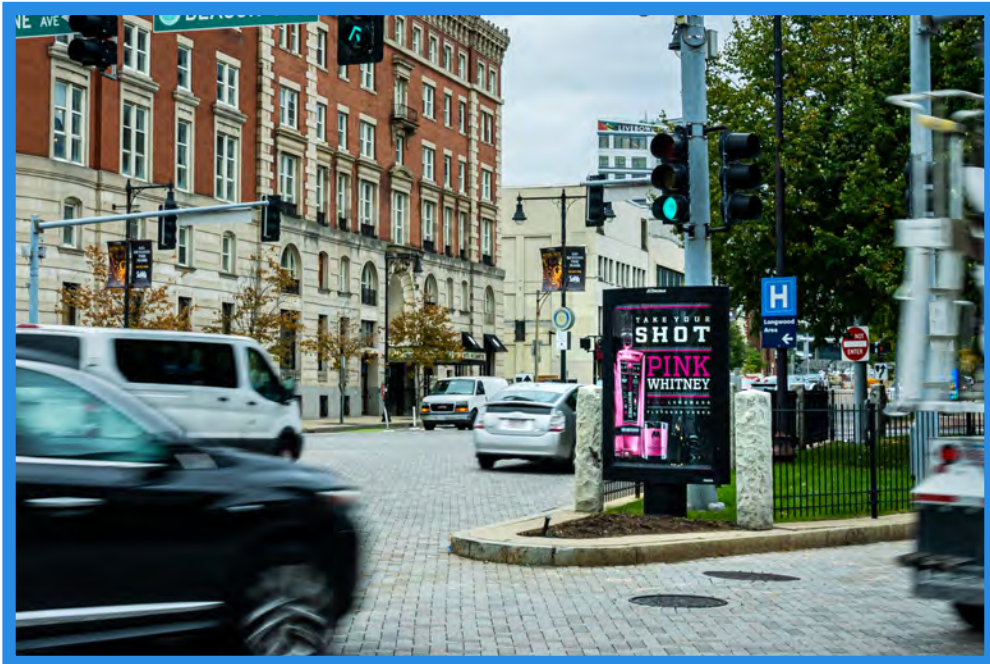














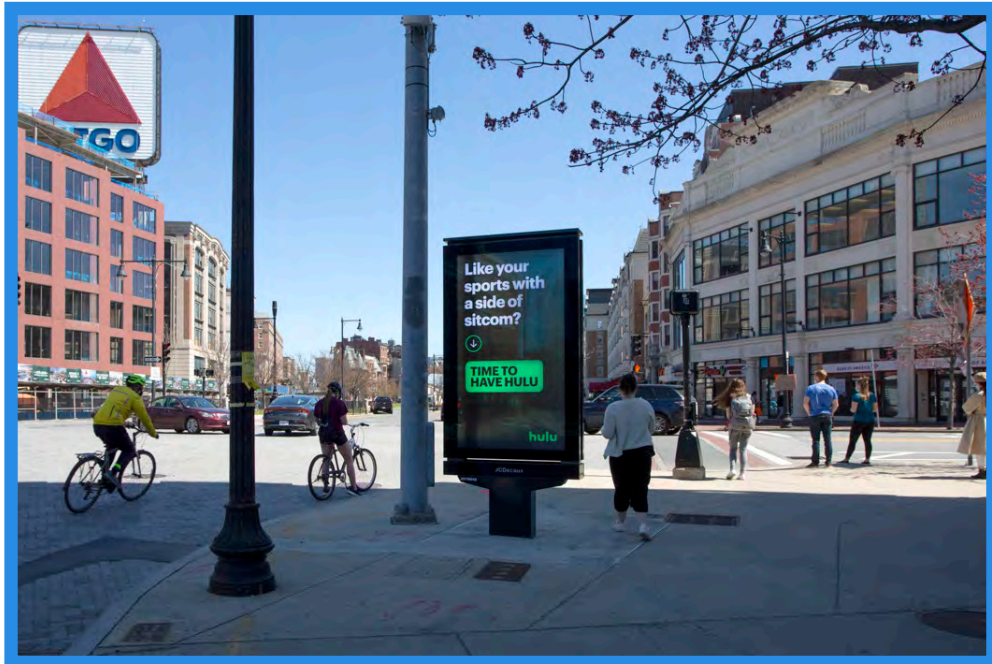












JCDecaux Boston, Inc. 2022 Annual Reporting for the City of Boston

March 17, 2023

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Alan Sullivan, Co-Chief Executive Officer

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