



## STAFF REPORT

### REPORT OF THE SPECIAL PROJECTS MANAGER FOR THE CONSIDERATION OF COUNCIL RE BILLBOARD ADVERTISING

#### OBJECTIVE

To provide Council with information re. Billboard Advertising for 2021

#### RECOMMENDATION

**THAT** the report of the Special Projects Manager dated March 25, 2021 be received;

**AND THAT** Council direct staff to proceed with billboard updating and renewals

**AND THAT** the negotiation method in the municipal procurement policy be used to contract billboard sign design, construction and installation to Laird Signs for the 3 year term with an upset cost of \$14,000 in 2021.

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Steve Antunes  
Special Projects Manager

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Daniel Gagnon  
Chief Administrative Officer

## BACKGROUND

The City of Eliot Lake owns/rents 13 Billboards between Sudbury and Sault Ste Marie. These billboards serve as advertising for the community, Mississagi Park as well as City attractions. The locations include:

- Desbarats - City owned on leased land – Rotating art – drag races/ Arts On The Trail
- Dean Lake – City Owned on MTO Easement – Mantracker Art
- Base 108 West facing – Rented from Laird Signs - Blue Elliot lake sign with local business ads
- Base 108 East facing - City Owned MTO Easement - Blue Elliot lake sign with local business ads
- Cutler – City Owned on MTO Easement – Mississagi Park
- Walford - City owned on leased land – Walk this way ad
- Webbwood - City Owned on MTO Easement – Mantracker
- Narin Center- City Owned on MTO Easement – Rotating snowmobile/ Arts On The Trail
- South Bay Mouth - Rented from Laird Signs – Arts On The Trail
- Spragge West - City Owned on MTO Easement - Mississagi Park
- Spragge at Algoma Chrysler - Rented from Laird Signs – Miner’s Memorial
- Serpent River - Rented from Laird Signs – Lookout Tower Wrap
- Hwy 108 North - City Owned on MTO Easement – Wrapped with Covid message

The City also has a billboard located southbound on highway 6 between Espanola and Manitoulin Island. Laird Signs provide this in exchange for sponsorship rights at the Elliot Lake Drag Races.

In 2021, the MTO introduces a new billing format. This replaced the annual \$150 charge for MTO permits to a 5 year prepaid program at a cost of \$770. The City was able to acquire a special 2-year permit for sites in Algoma at a cost of \$320.

## ANALYSIS

Many of the City’s billboards are showing outdated art and are not promoting a unified marketing message. Staff have prepared a 3 year proposal to update the existing billboards and introduce a new “Elliot Lake – Your Summer/Winter Playground” marketing message. The message and artwork would highlight seasonal activities such as Hiking and ATV riding along with city assets like beaches and trails for the summer. The winter boards would feature skiing, snowmobiling and snowshoeing. With the addition of 3 boards in year 2, the option is there to add new activities such as fat tire biking to the signs. With a total of 5 boards with 10 different signs reinforcing the “playground” message, the City is able to appeal to a large cross section of demographics and activities.



### 3 year billboard plan:

#### 2021

- Sign 2 Dean Lake – change Man Tracker to “Elliot Lake – Your Summer/Winter Playground” message with new boards, 8 year life. The boards will be rotated seasonally.
- Sign 4 108 West – Change to existing Miner’s Monument Boards. Replace in 2024
- Sign 5 108 East – Change to Fire Tower Lookout New boards, 8 year life
- Sign 8 Webbwood – Change Man Tracker to “Elliot Lake – Your Summer/Winter Playground” message. New boards, 8 year life
- Sign 10 South Bay Mouth – Change to Retro Elliot Lake sign new boards, 8 year life
- Sign 12 Spragge Algoma Chrysler – Change to existing Elliot Lake Blue City Sign with Advertising\*. Replace in 2024
- Sign 13 Serpent River - Change to existing Elliot Lake Blue with Advertising\*. Replace in 2024

#### 2022

- Sign 1 Desbarats – Renew lease, replace with new boards “Elliot Lake – Your Summer/Winter Playground”
- Sign 7 Walford - Renew lease, replace “Elliot Lake – Your Summer/Winter Playground”
- Sign 9 Narin Center – Replace with new boards “Elliot Lake – Your Summer/Winter Playground”
- Sign 15 108 North – Replace or eliminate board

#### 2023

- Special note. MTO will require \$6,930 payment for 5-year leases of sites starting in 2023. Hence limited sign changes.
- Sign 6 Cutler – Mississagi Park – Replace with new message co-pay with park partners
- Sign 11 Spragge west – Mississagi Park – Replace with new message co-pay with park partners

\*It is the proposal of staff to sell advertising on the blue City of Elliot Lake signs (appendix A). These signs will accommodate six advertisers and the cost of these billboards can be recuperated by the selling the six spots on a 3 year term.

Laird Signs has been integral to the city’s past billboard program and is uniquely positioned to carry on the billboard refresh project. Securing quotes from other companies would not be practical for the geographical and financial scale of this billboard project. The city frequently uses local sign companies for other types of signage needs.

#### **FINANCIAL IMPACT**

Costs for year 1 would be as follows:

MTO Permits - \$2,880

Private Land Leases - \$700

Sign rentals and sign work - \$13,270.92

Total - \$16,850.92

Advertising Sales - \$2,220

Net Cost - \$14,630.92



Year 2 (est.) – Includes elimination of HWY 108 board  
MTO Permits - \$0 (pre billed in 2021)  
Private Land Leases - \$700  
Sign rentals and sign work - \$10,229.54  
Total – \$10,929.54  
Advertising Sales - \$2,220  
Net Cost - \$8,709.54

Year 3 (est)  
MTO Permits - \$6,930 (covers permits until 2028)  
Private Land Leases - \$700  
Sign rentals and sign work - \$7,162.44  
Total - \$14,792.44  
Advertising Sales - \$2,220  
Net Cost - \$12,572.44

#### **LINKS TO STRATEGIC PLAN**

The recommended billboard expenditure aligns with the following strategic goals:

- Support the local business community
- Develop strategic internal and external communications

#### **SUMMARY**

Staff recommends that council approve the 3-year billboard marketing plan as outlined.

