

# Memorandum

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Date: April 1, 2021

Submitted by: People, Communications, and Engagement Department – Communications and Engagement Division

Subject: Digital Billboards City Content Policy

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The City of Port Moody has entered into a 25-year digital billboard revenue sharing agreement with Pattison Outdoor Advertising for use of the two digital billboards located within Port Moody. Starting in January 2021, 10% of all digital billboard advertising spots will be used for City of Port Moody messaging. This policy outlines how the City's advertising spots shall be used.

The approval of the following Council resolution is requested:

**THAT Corporate Policy – 19-1475-2021-01 – Digital Billboards City Content be approved as recommended in the memo dated April 1, 2021 from the People, Communications, and Engagement Department – Communications and Engagement Division regarding Digital Billboards City Content Policy.**

Attachment(s)

1. DRAFT Corporate Policy – 19-1475-2021-01 – Digital Billboards City Content.

## Report Approval Details

Document Title:	Digital Billboards City Content Policy.docx
Attachments:	- Attachment 1 - DRAFT Corporate Policy - 19-1475-2021-01 - Digital Billboards City Content.pdf
Final Approval Date:	Apr 12, 2021

This report and all of its attachments were approved and signed as outlined below:

Angie Parnell, General Manager of People, Communications, and Engagement - Apr 12, 2021 - 10:06 AM

Dorothy Shermer, Corporate Officer - Apr 12, 2021 - 11:03 AM

Paul Rockwood, General Manager of Finance and Technology - Apr 12, 2021 - 11:22 AM

Tim Savoie, City Manager - Apr 12, 2021 - 1:28 PM