

# COOK COUNTY

DIGITAL COMMUNICATIONS NETWORK

brandedcities

OUTFRONT  
media

# CONSORTIUM TEAM



LEGAL

MEDIA & PUBLIC  
RELATIONS





# brandedcities

- Spectacular out-of-home advertising company specializing in iconic media in iconic destinations
- Leader in large format, full motion digital technology

## ▷ EL MEDIA

- Founded in 1996
- Parent company of Branded Cities Network
- Iconic destinations such as Chicago, Times Square, Lincoln Tunnel, Sunset Strip, downtown Denver, Washington DC, Philadelphia and Las Vegas as well as markets throughout Canada
- Shamrock Capital Advisors is equity partner
- Partnership formed with Outfront for proposed Cook County opportunity





- OUTFRONT Media Inc. (NYSE: OUT) is the US leader in out-of-home advertising
- 2019 sales: \$1.78 billion
- Employees: 2,370
- Portfolio includes more than 400,000 digital and static displays in 25 markets



Digital bulletin



New York digital urban panel



Transit shelter



# THE OPPORTUNITY

## DEPLOY STATE-OF-THE-ART DIGITAL NETWORK TO PROVIDE:

- Long-term sustainable revenue streams to Cook County
- Establish local and national public/private partnerships with Cook County
- A public service platform for emergency services
- Community messaging
- All at no cost to the County

# CONTRACT TERMS

- Scope: Construct and maintain up to 30 digital displays on Cook County owned properties
- Term: 25 years
- Minimum “Annual” Guarantee by face:
  - Arterial faces: Year 1 \$53,500  
Year 2: \$57,500  
Year 3-25: Increase by 3% per year
  - Interstate faces: Year 1 \$93,000  
Year 2: \$100,000  
Year 3-25: Increase by 3% per year
- Gross revenue percentage share by face:  
37.7% increases throughout the contract to 45.2% as noted in the schedule
- One-time additional payment(s) of \$11,666.66 per face, paid out of 50% of Net Revenue for up to 30 faces
- Up to 3 minutes per hour for digital programming for the County, along with emergency message programming
- County has reviewed and approved the WBE/MBE plan for this project
- Contract has been negotiated between the County and the Consortium
- The final number of displays and locations will be determined by the consortium based on market conditions







# SCOPE & CREATIVE PROCESS

- The Consortium recognizes the sensitivities and pride felt in Cook County
- The Consortium envisions digital displays that are 14'x48' or 20'x60' and supported by a structure that is complementary to the existing environment
- A comprehensive study has been conducted to capture the iconic and classic nature of existing architecture within Cook County
- Final design and appearance will be achieved through the collaboration of the Consortium and Cook County

*ARCHITECTURAL INSPIRATION*



COOK COUNTY DIGITAL NETWORK  
STRUCTURE CONCEPT



HIGH RESOLUTION  
DIGITAL DISPLAY

COOK COUNTY  
IDENTIFIER



**COOK COUNTY**  
DIGITAL COMMUNICATIONS NETWORK

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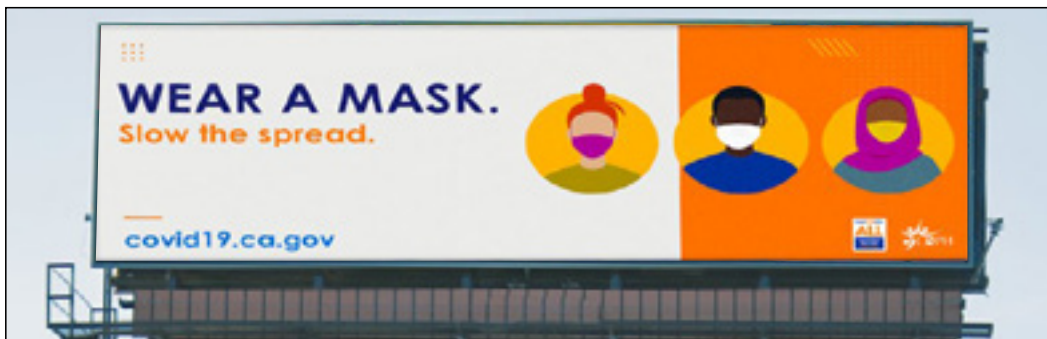




# PUBLIC SAFETY EMERGENCY MESSAGING

THE COOK COUNTY DIGITAL NETWORK WILL BE A HIGHLY IMPACTFUL EXTENSION OF CURRENT AND FUTURE PUBLIC SAFETY & EMERGENCY MESSAGING PROTOCOLS

- Traffic updates (*airport conditions, road closures, detours, travel times, alternative routes*)
- Weather Alerts (*forest fires, weather advisories, icy conditions, storm warnings*)
- Amber Alerts (*missing child description/vehicle last seen in*)
- Catching Criminals (*FBI Most Wanted*)
- Covid-19 or other pandemic alerts



**COOK COUNTY**  
DIGITAL COMMUNICATIONS NETWORK

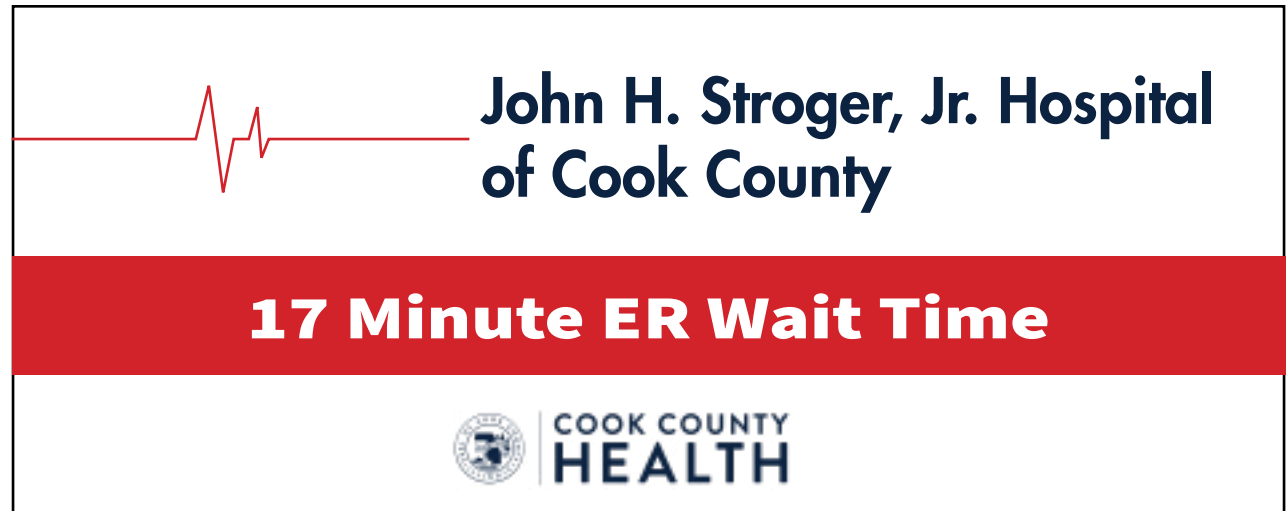
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# COMMUNITY MESSAGING

PROVIDE COOK COUNTY A FLEXIBLE, TIMELY PLATFORM FOR COMMUNITY MESSAGING & PROMOTIONAL PURPOSES

- Public awareness campaigns
- Call to action
- Informational messages
- City special events, services promotions and agency information
- Community news (*Back-to-school events, local team score updates*)





# FIRST STEP: PROJECT ANALYSIS

- Research archived property lists, files & maps
- Zoning compliance
- FHWA compliance
- Zoning prior to September 21, 1959 for interstate properties
- Proximity to roadways
- Field measurements
- Review marketability of totality of the digital network
- Visibility & height issues
- Phasing approach:
  - *Market-wide distribution*
  - *Construction*
  - *Stabilization of assets*
- Technology:
  - *Digital display hardware specifications (resolution, engineering, construction)*
  - *Maintenance, servicing & replacement*
  - *Content management, IP cameras & monitoring*

# TIMING OF NETWORK DEPLOYMENT

Our goal is to complete the first digital network display in 2021 and the remaining network before the end of 2022. This requires diligent management of the processes, partnerships and resources.

## Key management strategies include:

- Assigning sufficient management resources to the project
- Effective partnering with the County to complete site selection, entitlement and implementation objectives
- Streamlined cooperation in development of network and physical design standards
- Local assembly of digital displays
- Substantial local construction resources dedicated to the project





# NEXT STEPS/PROCESS

- County enters into a long term agreement with Branded Cities Network
- Branded Cities Network collaborates with Cook County to determine locations
- Meet with local officials to present to local municipalities the benefits of the digital network
- Determine network deployment timing, scope and schedule
- Begin generating County revenue in 2021



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