

JCDecaux Boston, Inc.
2023 Reporting
March 29, 2024

Jean-Luc Decaux
President & Co-Chief Executive Officer

Alan Sullivan
Co-Chief Executive Officer

20
23

CITY *of* BOSTON

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

March 29, 2024

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 2023 and to confirm our payments remitted to the City of Boston for 2023. The 2023 Annual Percentage Fee is \$1,104,432 and was paid by wire transfer on March 1, 2024 and the 2024 Annual Fixed Fee will be paid no later than April 1, 2024.

Thank you for your and your teams' continued support in facilitating this important street furniture program. We are proud to report that JCDecaux donated over \$2 million of media space in 2023 to a wide array of NGOs. From our partnership with the Public Art Fund, which again brought two dynamic campaigns to the streets of Boston, to campaigns supporting homelessness, community events and education equality, JCDecaux made an important impact in 2023.

As in prior years, the City enjoyed 12.5% of all digital space on our City Information Panel 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 2024.

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. 2023 Reporting March 29, 2024

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Part 1

20
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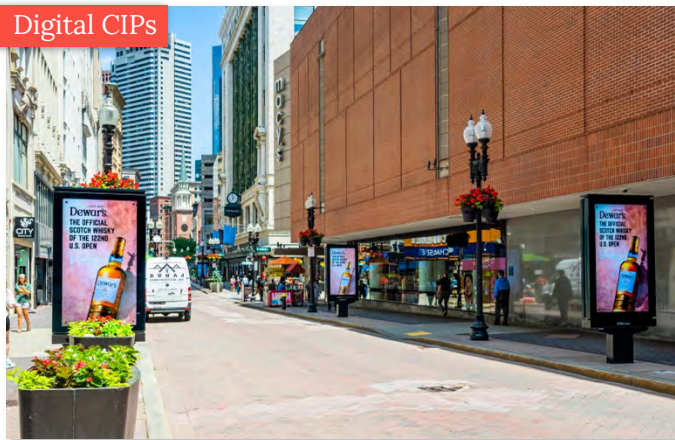
Note: All text referenced herein is taken from the Agreement between the City of Boston and Wall USA, Inc. for the Implementation of a Coordinated Street Furniture Program dated as of May 2, 2001, as amended by and between the City of Boston and Wall USA, Inc. All references to “JCDecaux” or the “Company” 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 twelve, JCDecaux Boston maintains approximately 431 products throughout the City.

The contractual \$1,500,000 Annual Fixed Fee payment for 2024 will be made no later than April 1, 2024. A wire transfer for the 2023 Annual Percentage Fee equal to \$1,104,431.77 was issued to the City of Boston on March 1, 2024.

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	\$24,250,000	\$20,131,002	\$44,381,002

(1) The 2024 Fixed Fee will be paid on April 1, 2024.

(2) The 2024 Percentage Fee will be paid at the beginning of 2025.

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 Structures.

5.5 Affirmative Reporting Obligations

Pursuant to section 5.5(ii), the Company has provided the City with a list of 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 2023.

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. 2023 Reporting March 29, 2024

Jean-Luc Decaux
President & Co-Chief Executive Officer

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Part 2

2023

CITY *of* **BOSTON**

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Public Service
Campaigns

20
23

CITY *of* **BOSTON**

Public Service Advertising for 2023

BOSTON		
BOOKING ID	ADVERTISER	CAMPAIGN
SM024614	Greater Grove Hall Main Streets	Black Photography Exhibit
SM023492	Public Art Fund	Aida Muluneh
SM025656	Presentation School Foundation Community Center	Winter Farmers Market
SM026396	Ethos	Meals on Wheels
SM027160	BAMS Festival	Boston Art & Music Soul Festival
SM026123	City of Boston	Early Childhood Educators
SM027182	City of Boston	Boston Transportation Dept.
SM025344	Boston 4 Celebrations Foundation	Boston Pops
SM027369	South Boston Neighborhood Development Corporation	2023 Taste of Boston
SM028533	Presentation School Foundation Community Center	Fresh Truck
SM028227	City of Boston	Open Streets
SM028782	City of Boston	Free Kids Meals
SM028186	Public Art Fund	Felipe Baeza
SM029045	Transit Matters	Transit Advocacy
SM026399	Jamaica Plain Music Festival	Jamaica Plain Music Festival
SM030115	Fenway Alliance	Opening our Doors
SM029046	City of Boston	Open Streets - Allston
SM030735	UNICEF	Trick or Treat
SM028918	Arthritis Foundation	Arthritis Foundation
SM029468	City of Boston	Disabilities Commission
SM029943	Boston Fisheries Foundation	Boston Seafood Festival
SM029473	South Boston Neighborhood Development Corporation	South Boston Street Festival
SM031307	City of Boston	Early Voting 2023
SM032426	South Boston Neighborhood Development Corporation	South Boston Christmas Stroll
SM032748	City of Boston	BPDA - Squares and Streets

Throughout 2023, 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 29.

City of Boston Public Service Campaigns



City of Boston
Early Childhood Educators
4/10/23 - 5/28/23
7 Weeks
75 Faces



City of Boston
Boston Transportation Department
5/8/23 - 6/16/23
6 Weeks
30 Faces



City of Boston
Open Streets
6/19/23 - 10/15/23
17 Weeks
20 Faces



City of Boston
Free Kids Meals
7/17/23 - 8/27/23
6 Weeks
26 Faces



City of Boston
Open Streets - Allston
7/31/23 - 8/20/23
3 Weeks
20 Faces



City of Boston
Disabilities Commission
8/21/23 - 9/17/23
4 Weeks
40 Faces



City of Boston
 Early Voting 2023
 10/23/23 - 11/5/23
 2 Weeks
 100 Faces



City of Boston
 BPDA - Squares and Streets
 12/25/23 - 1/21/24
 4 Weeks
 51 Faces

Other Public Messaging

20
23

CITY *of* **BOSTON**

Other Public Service Campaigns



Presentation School Foundation Community Center
Winter Farmers Market
3/6/23 - 4/9/23
5 Weeks
3 Faces



Ethos
Meals on Wheels
4/3/23 - 4/30/23
4 Weeks
50 Faces



BAMS Festival
 Boston Art & Music Soul Festival
 5/15/23 - 6/25/23
 6 Weeks
 50 Faces



Greater Grove Hall Main Streets
 Black Photography Exhibit
 2/27/23 - 4/2/2023
 5 Weeks
 23 Faces



Aïda Muluneh, "All things considered", 2022 Artwork by Aïda Muluneh
 Photo: Timothy Schenck, Courtesy of Public Art Fund, NY

Public Art Fund
 Aïda Muluneh
 2/20/23 - 5/21/23
 13 Weeks
 50 Faces



Boston 4 Celebrations Foundation
 Boston Pops
 6/5/23 - 7/9/23
 5 Weeks
 50 Faces



South Boston Neighborhood Development Corporation
 2023 Taste of Boston
 6/5/23 - 6/11/23
 1 Week
 8 Faces



Presentation School Foundation Community Center
 Fresh Truck
 6/26/23 - 8/27/23
 9 Weeks
 2 Faces



Felipe Baeza "Unruly Forms II", 2022 Artwork by Felipe Baeza
 Photo: Mel Taing, Courtesy of Public Art Fund, NY

Public Art Fund
 Felipe Baeza
 7/31/23 -11/19/23
 16 Weeks
 50 Faces



Transit Matters
 Transit Advocacy
 7/31/23 - 10/1/23
 9 Weeks
 20 Faces



Jamaica Plain Music Festival
 Jamaica Plain Music Festival
 8/7/23 - 9/10/23
 5 Weeks
 30 Faces



Fenway Alliance
 Opening Our Doors
 9/4/23 - 10/15/23
 6 Weeks
 30 Faces



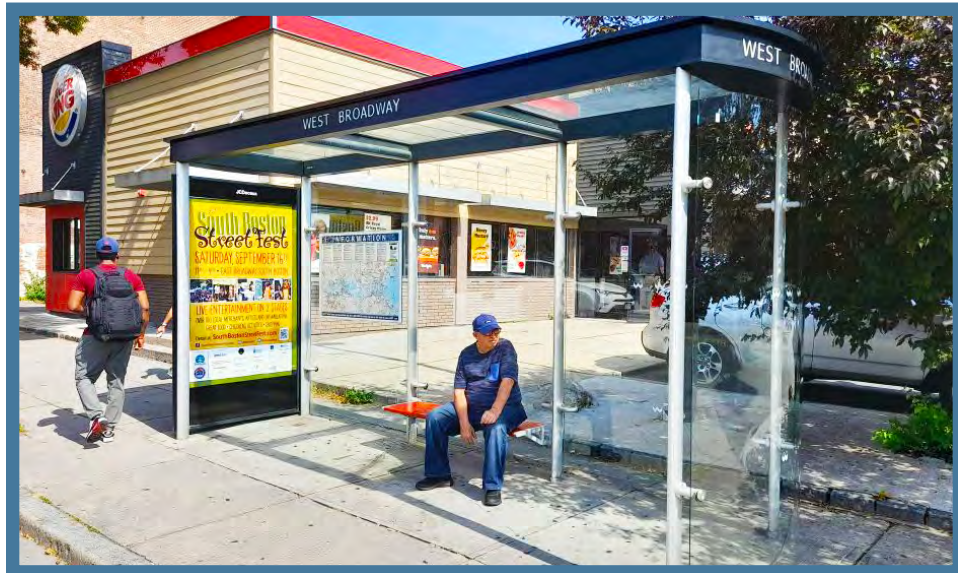
Arthritis Foundation
Arthritis Foundation
8/7/23 - 10/22/23
11 Weeks
50 Faces



UNICEF
Trick or Treat
10/2/23 - 11/5/23
5 Weeks
40 Faces



Boston Fisheries Foundation
Boston Seafood Festival
8/28/23 - 9/10/23
2 Weeks
25 Faces

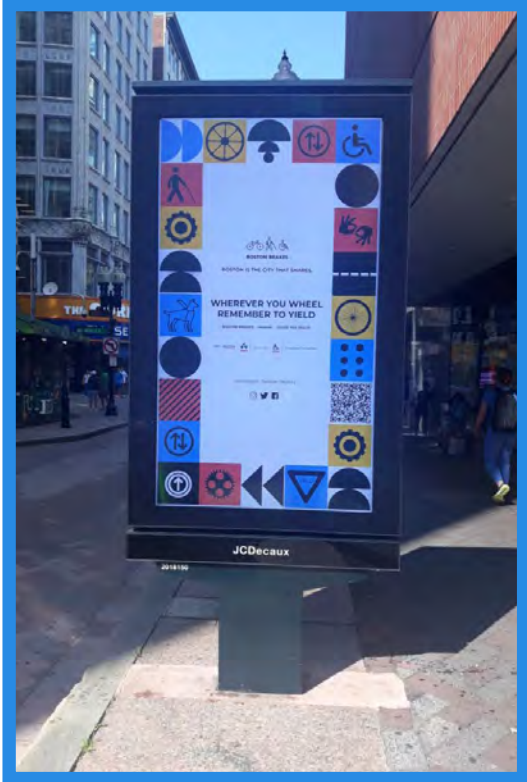
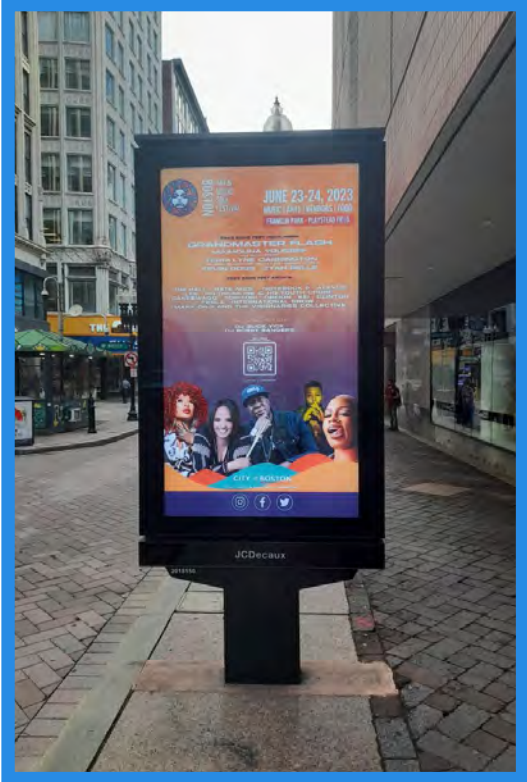


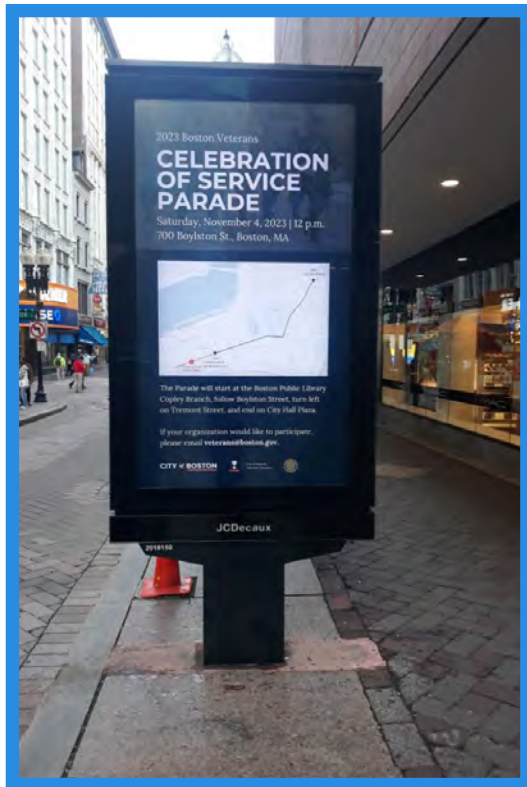
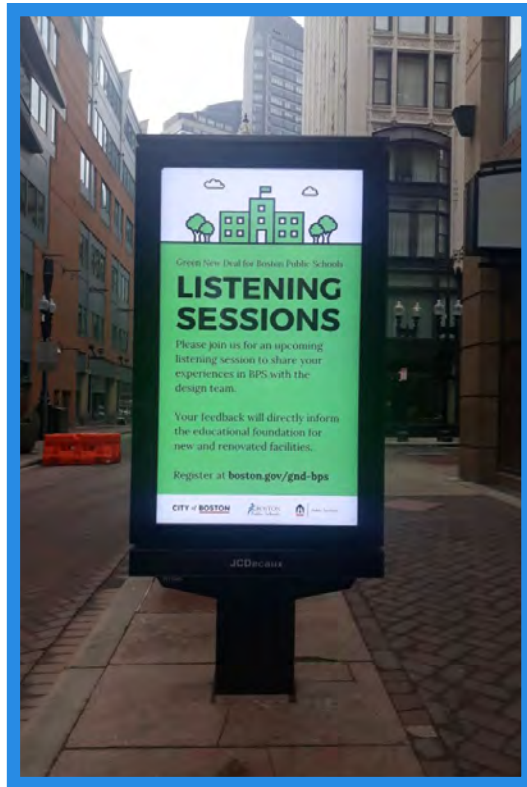
South Boston Neighborhood Development Corporation
South Boston Street Festival
9/4/23 - 9/17/23
2 Weeks
10 Faces



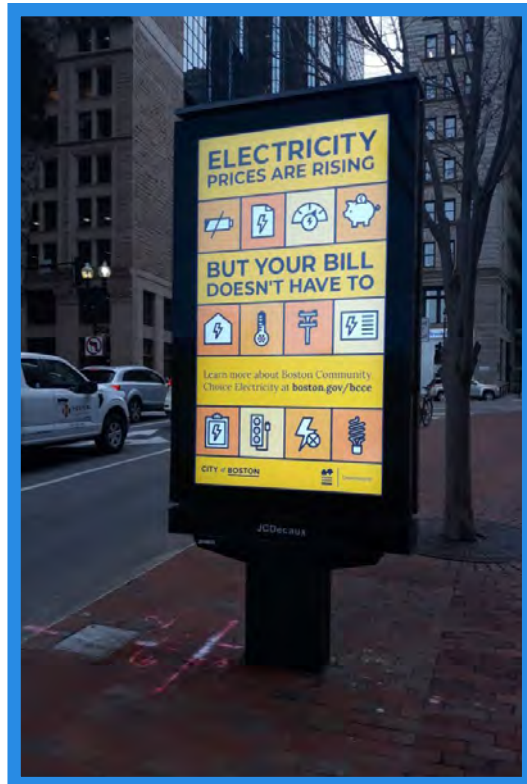
South Boston Neighborhood Development Corporation
South Boston Christmas Stroll
11/27/23 - 12/3/23
1 Weeks
7 Faces

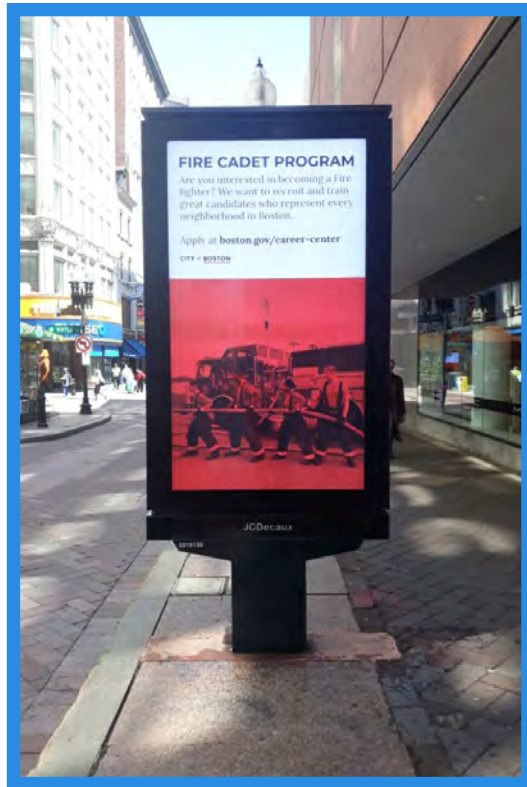
City of Boston Digital Advertising





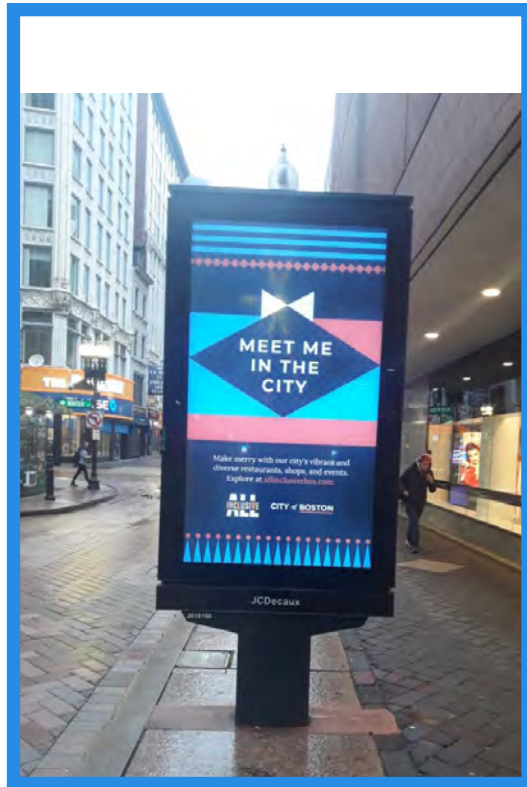


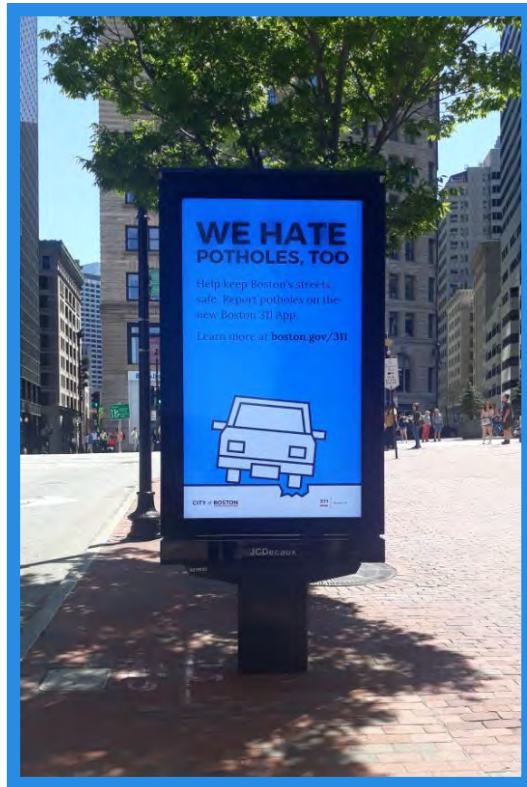


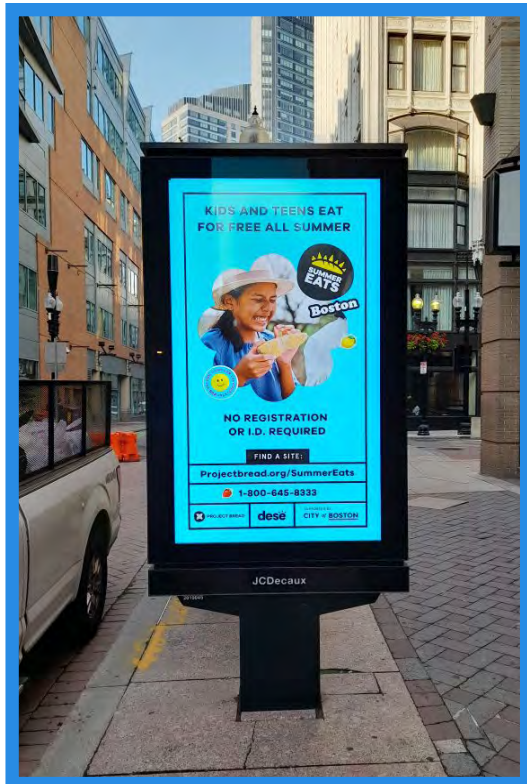










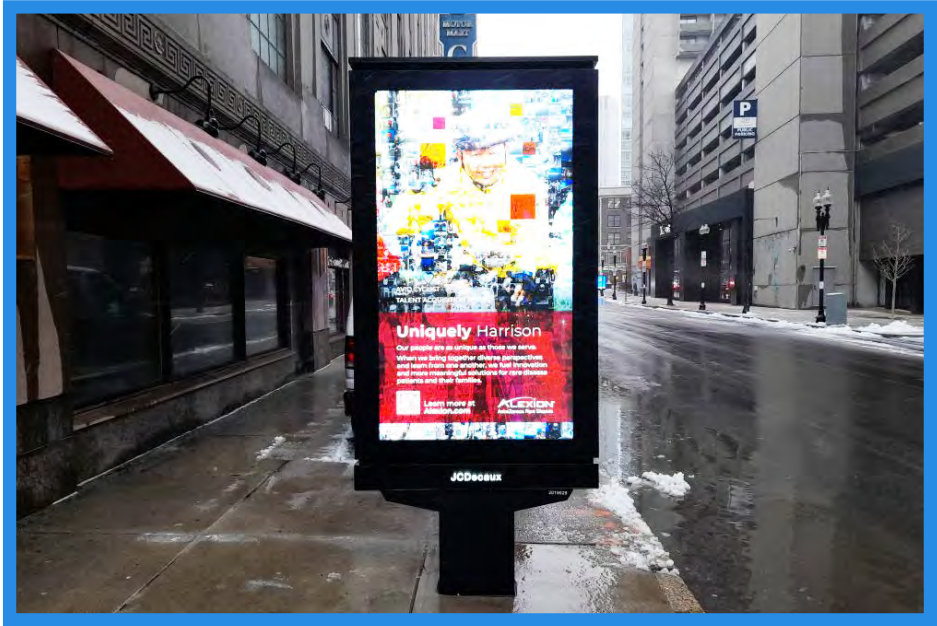




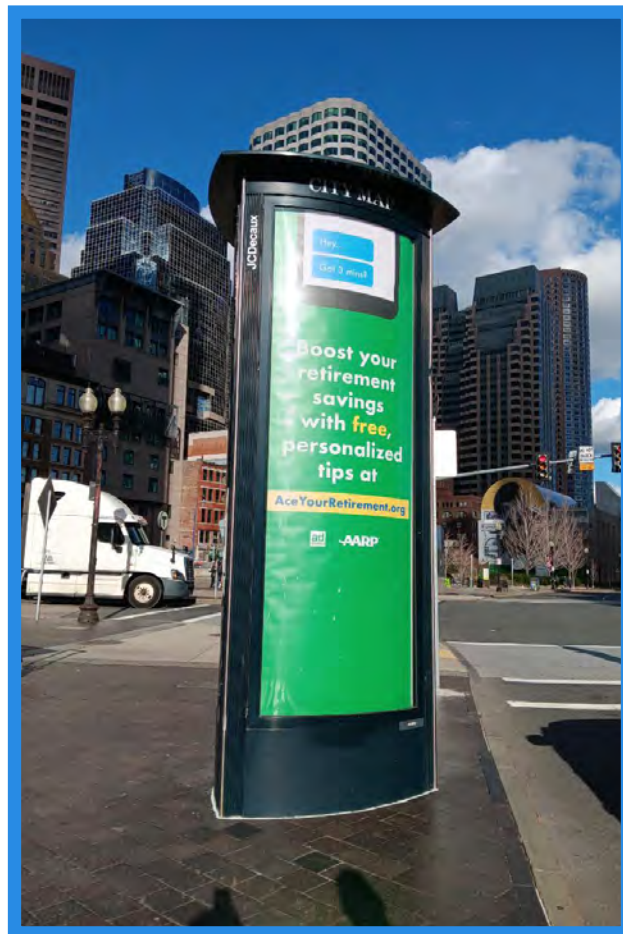
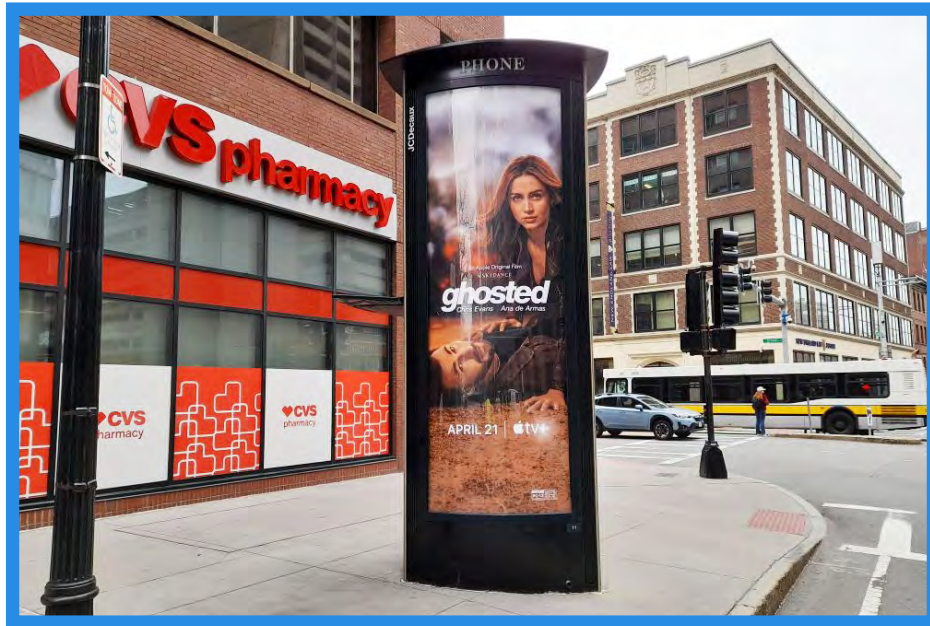
Paid Advertising Campaigns

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23

CITY *of* **BOSTON**



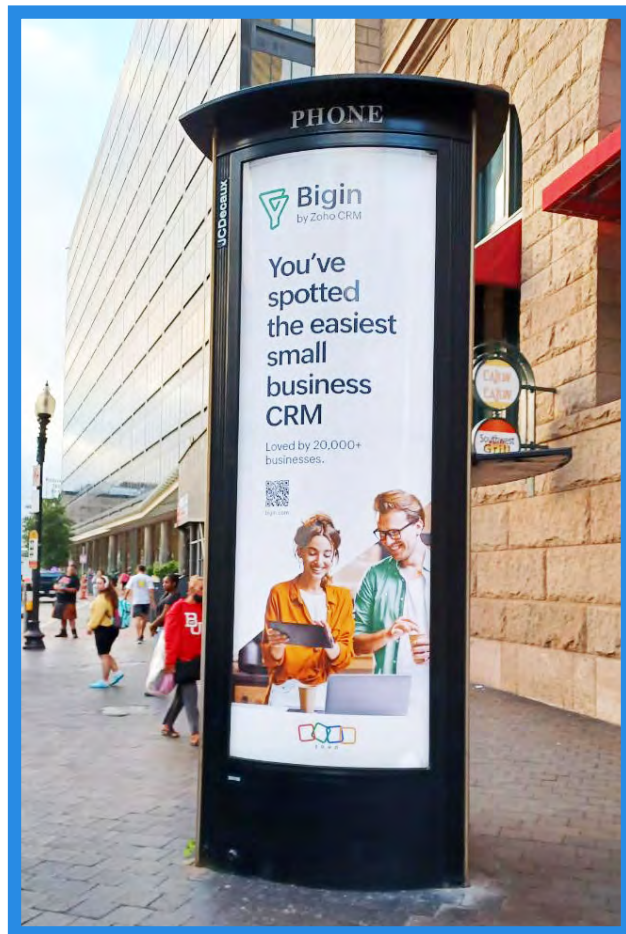
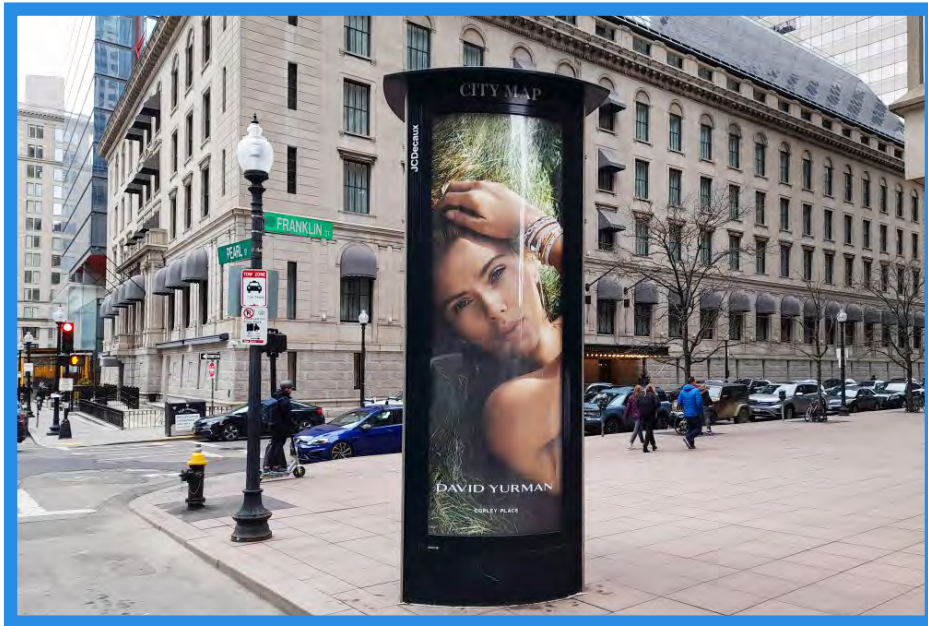








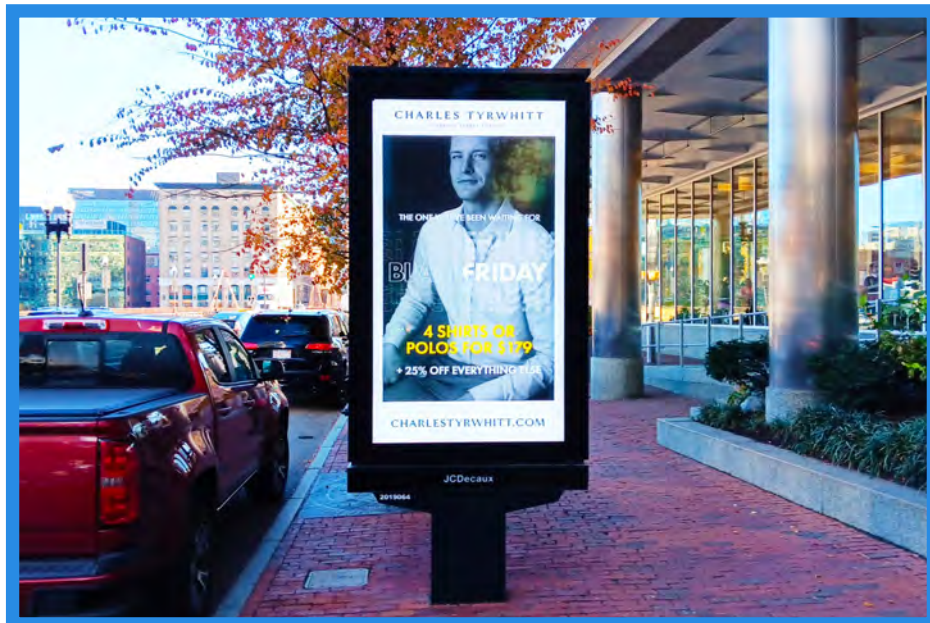
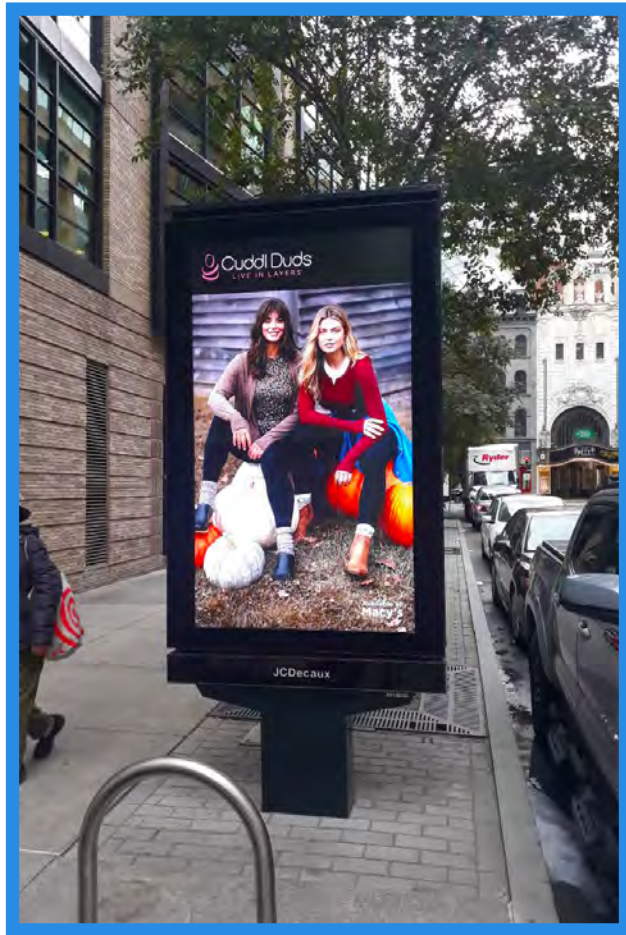








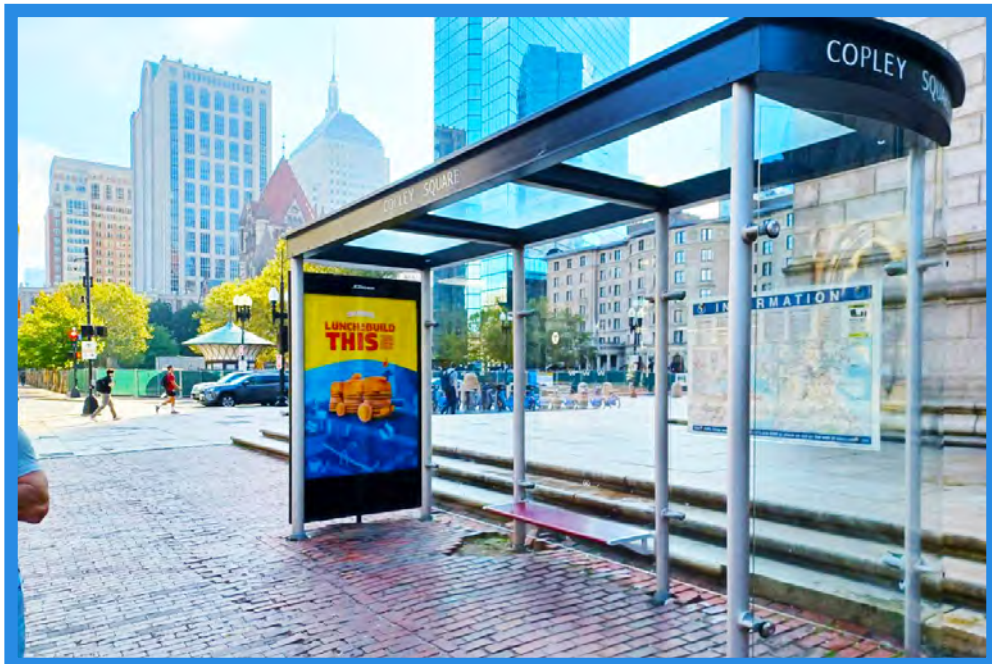






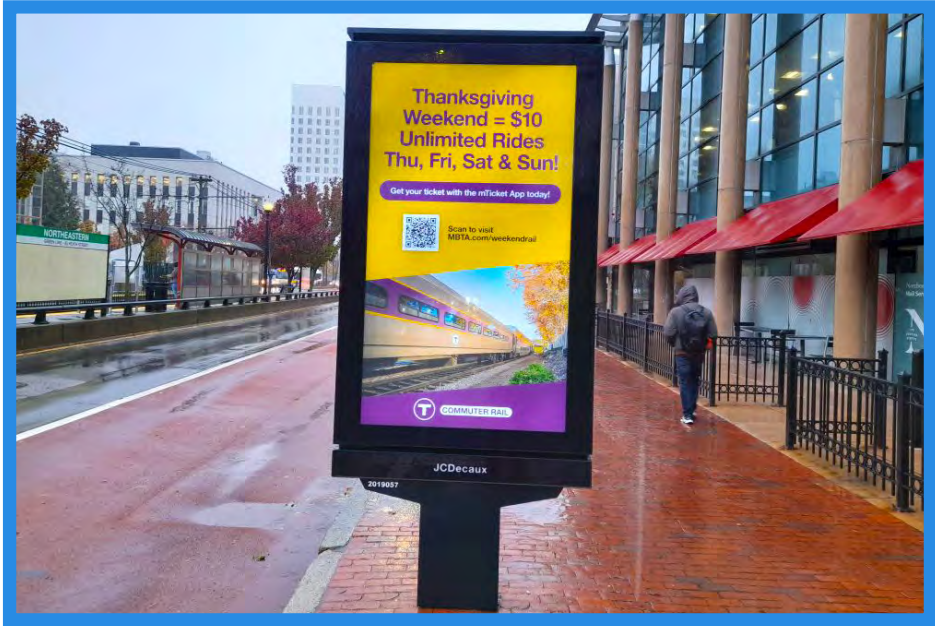


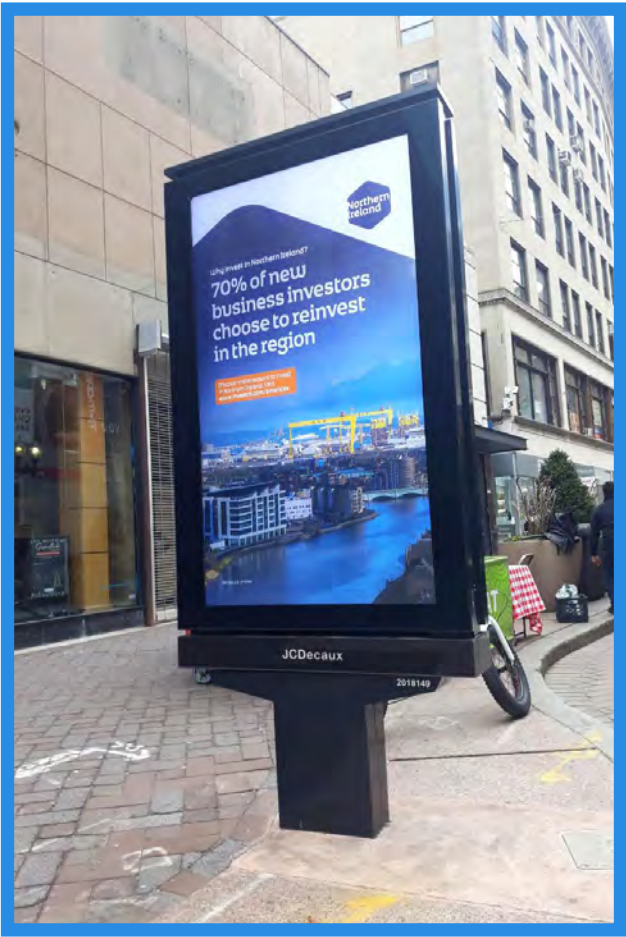




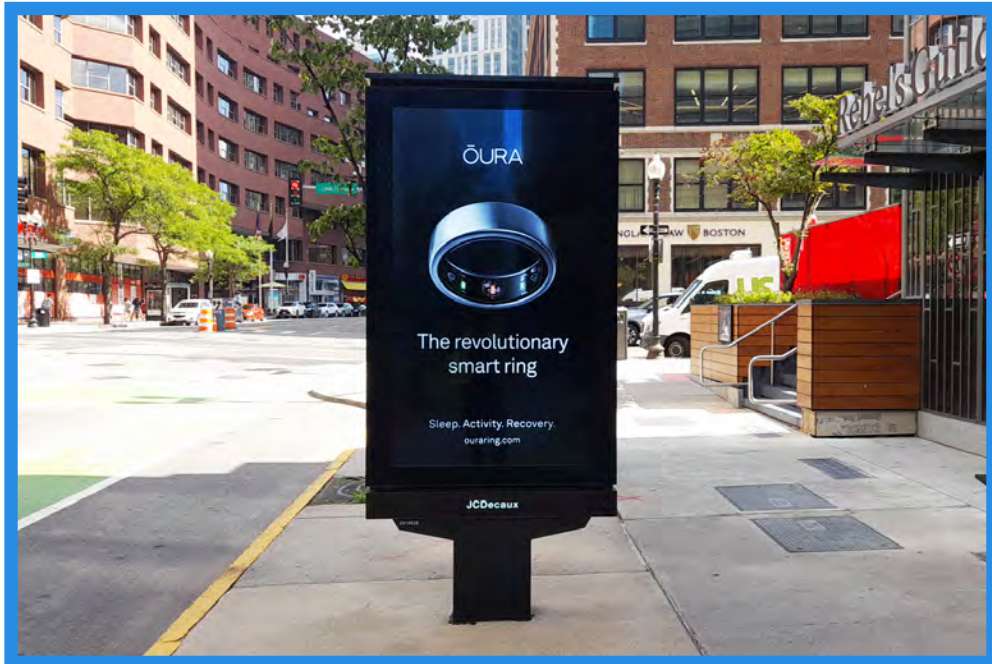




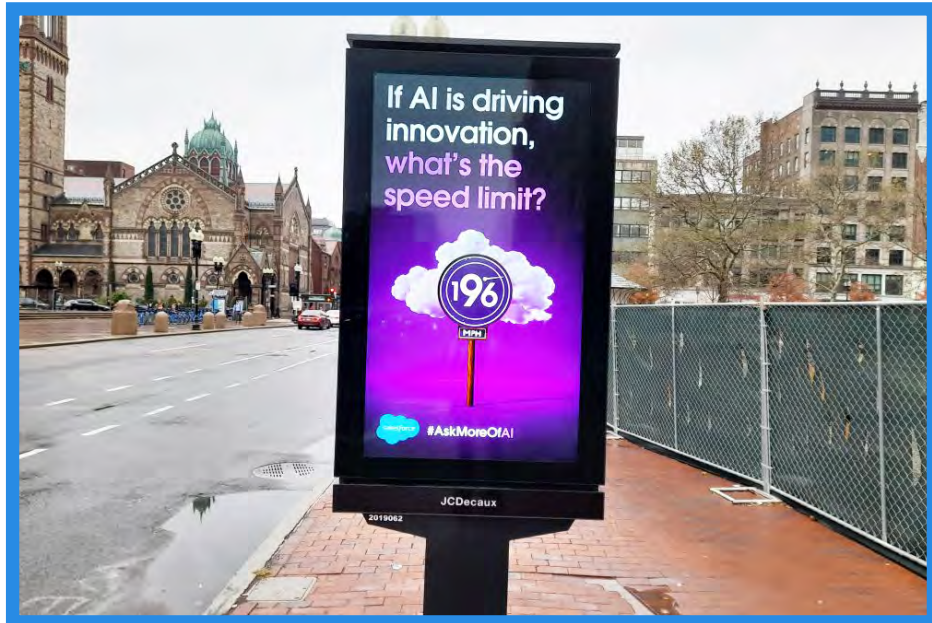




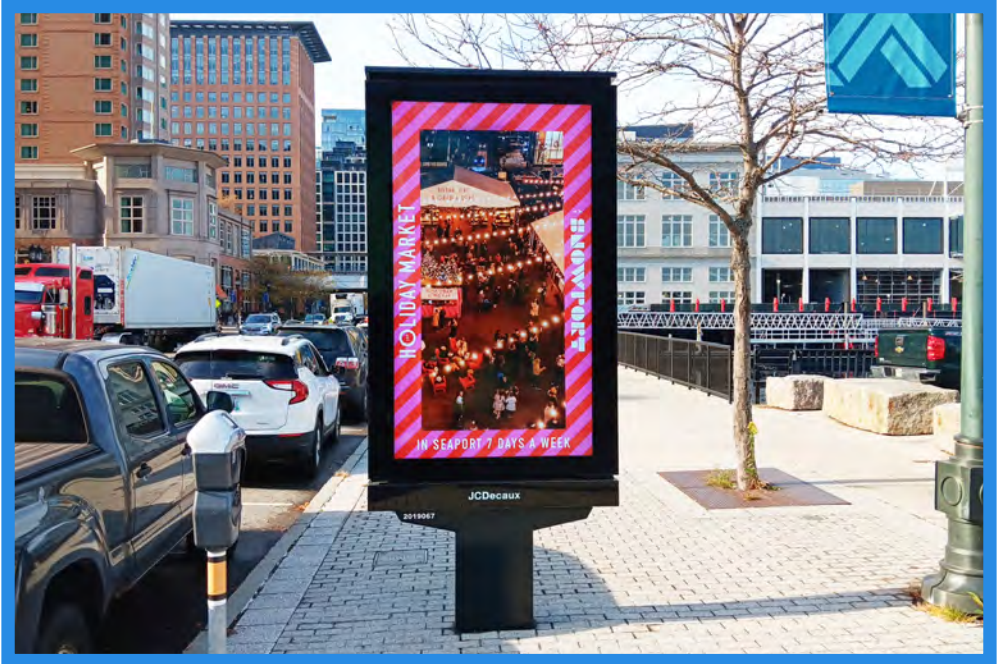
















JCDecaux Boston, Inc.
2023 Annual Reporting for the City of Boston

March 29, 2024

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

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