

JCDecaux Boston, Inc.
2025 Reporting
March 13, 2026

Jean-Luc Decaux
President & Co-Chief Executive Officer

Alan Sullivan
Co-Chief Executive Officer

20
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CITY *of* BOSTON

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

March 13, 2026

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 2025 and to confirm our payments remitted to the City of Boston for 2025. The 2025 Annual Percentage Fee is \$1,246,740 and was paid by wire transfer on March 3, 2026, and the 2026 Annual Fixed Fee will be paid no later than April 1, 2026.

Thank you for your and your teams' continued support in facilitating this important street furniture program. We are proud to report that JCDecaux donated nearly \$2.3 million of its media space in 2025 to a wide array of NGOs. From our continued partnership with the Public Art Fund, which brought two vibrant campaigns to the streets of Boston, to campaigns supporting veteran services, education equality, and community events, JCDecaux made an important impact in 2025 on Boston's streetscape.

As in prior years, the City enjoyed 12.5% of the space on our digital City Information Panel units throughout each day, and we have enjoyed our continued partnership with your Digital team at the Department of Innovation and Technology. Your communications team also launched ten effective campaigns across JCDecaux's static inventory, publicizing messages on early voting, open streets, youth jobs and more.

We look forward to another successful year of partnership in 2026, the last full year of our contract. We are also excited at the thought of engaging with the City to provide new services to Bostonians under a new contract.

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

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Part 1

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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 10, JCDecaux Boston maintains approximately 429 products throughout the City.

The contractual \$1,500,000 Annual Fixed Fee payment for 2026 will be made no later than April 1, 2026. A wire transfer for the 2025 Annual Percentage Fee equal to \$1,246,739.89 was issued to the City of Boston on March 3, 2026.

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	\$27,250,000	\$22,620,374	\$49,870,374

(1) The 2026 Fixed Fee will be paid on April 1, 2026.

(2) The 2026 Percentage Fee will be paid at the beginning of 2027.

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 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 2025.

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. 2025 Reporting March 13, 2026

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Part 2

2025

CITY *of* **BOSTON**

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Public Service Campaigns

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CITY *of* **BOSTON**

Public Service Advertising for 2025

BOSTON		
BOOKING ID	ADVERTISER	CAMPAIGN
SM042493	Presentation School Foundation Community Center	Winter Market
SM042480	City of Boston	Great Starts
SM041803	Public Art Fund	Carmen Winant
SM043304	Rose Kennedy Greenway Conservancy	Rose Kennedy Greenway Conservancy #1
SM043538	City of Boston	Mayor's Youth Summit
SM043834	Shanti Restaurant	Holi Mela
SM044208	Boston Youth Symphony Orchestra (BYSO)	Composing the Future
SM043305	Rose Kennedy Greenway Conservancy	Rose Kennedy Greenway Conservancy #2
SM044351	City of Boston	Future BOS
SM045223	City of Boston	Youth Lead the Change
SM046460	United Nations Environment Programme (UNEP)	World Environment Day
SM046609	Allston Brighton Health Collaborative	Brighton Farmer's Market
SM046029	Boston 4 Celebrations Foundation	Boston Pops
SM046605	City of Boston	Boston After Dark
SM046521	City of Boston	Youth Speaks
SM046701	BAMS Festival	Boston Art & Music Soul Festival
SM045556	Public Art Fund	Paul Anthony Smith
SM047215	Freedom Trail	Boston 250
SM047176	myFace	myFace
SM046557	City of Boston	Triennial Arts
SM047604	City of Boston	Project Oscar
SM047786	Shalupe Community Alliance	African Festival of Boston
SM047923	Jamaica Plain Music Festival	Jamaica Plain Music Festival
SM048274	Roslindale Village Main Street	Roslindale Farmers Market
SM048092	City of Boston	Early Voting #1
SM048602	Boston Public Library	Boston Public Library
SM048384	Fenway Alliance	Opening our Doors Festival
SM048759	South Boston Neighborhood Development Corporation	South Boston Street Festival
SM048896	Rose Kennedy Greenway Conservancy	Rose Kennedy Greenway Conservancy #3
SM049080	Presentation School Foundation Community Center	Brewfest
SM048094	City of Boston	Early Voting #2
SM050306	U.S. Vets	Honor US Vets
SM051869	Sail Boston, Inc.	Sail Boston

Throughout 2025, 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 33.

City of Boston Public Service Campaigns



City of Boston
Great Starts
1/13/2025 - 2/16/2025
5 Weeks
80 Faces



City of Boston
Mayor's Youth Summit
2/3/2025 - 2/23/2025
3 Weeks
40 Faces



City of Boston
Future BOS
3/10/2025 - 4/20/2025
6 Weeks
23 Faces



City of Boston
Youth Lead the Change
4/21/2025 - 6/1/2025
6 Weeks
40 Faces



City of Boston
 Boston After Dark
 6/9/2025 - 8/31/2025
 12 Weeks
 20 Faces



City of Boston
 Youth Speaks
 6/9/2025 - 8/15/2025
 10 Weeks
 20 Faces



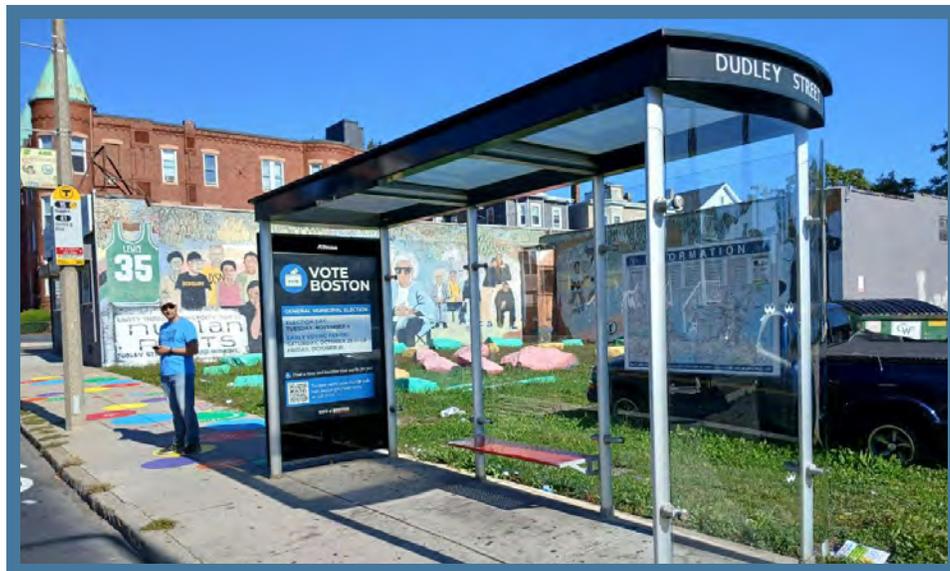
City of Boston
Triennial Arts
7/7/2025 - 10/31/2025
17 Weeks
30 Faces



City of Boston
Project Oscar
7/28/2025 - 8/31/2025
5 Weeks
35 Faces



City of Boston
Early Voting
8/18/2025 - 9/28/2025
6 Weeks
25 Faces



City of Boston
Early Voting
10/6/2025 - 11/2/2025
4 Weeks
40 Faces

Other Public
Messaging

20
25

CITY *of* **BOSTON**

Other Public Service Campaigns



Presentation School Foundation Community Center
Winter Market
1/6/2025 - 2/9/2025
5 Weeks
2 Faces

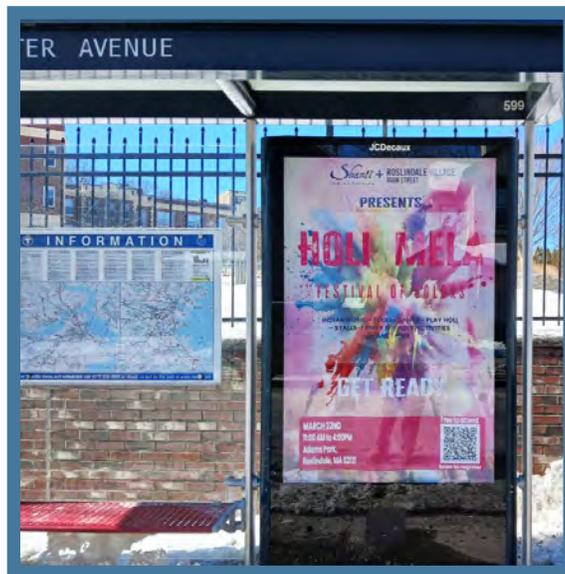


Carmen Winant, *Arrival*, 2024, Super 8 and 35mm film prints.
Photo: Tim Correia, Courtesy of Public Art Fund, NY

Public Art Fund
Carmen Winant
1/27/2025 - 4/6/2025
10 Weeks
50 Faces



Rose Kennedy Greenway Conservancy
 Rose Kennedy Greenway Conservancy #1
 1/27/2025 - 3/2/2025
 5 Weeks
 50 Faces



Shanti Restaurant
 Holi Mela
 2/17/2025 - 3/23/2025
 5 Weeks
 5 Faces



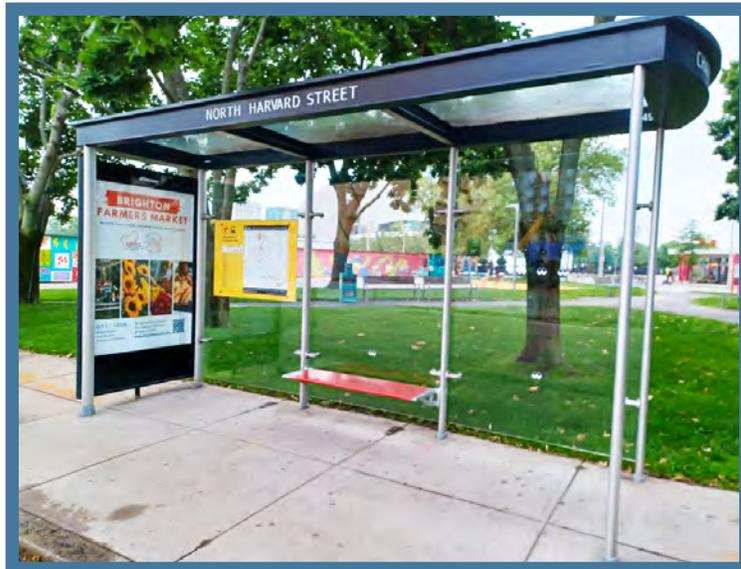
Boston Youth Symphony Orchestra (BYSO)
Composing the Future
3/3/2025 - 4/13/2025
6 Weeks
25 Faces



Rose Kennedy Greenway Conservancy
Rose Kennedy Greenway Conservancy #2
3/3/2025 - 4/6/2025
5 Weeks
50 Faces



United Nations Environment Programme (UNEP)
World Environment Day
6/2/2025 - 7/6/2025
5 Weeks
30 Faces



Allston Brighton Health Collaborative
Brighton Farmer's Market
6/9/2025 - 10/26/2025
20 Weeks
2 Faces



Boston 4 Celebrations Foundation
 Boston Pops
 6/9/2025 - 7/6/2025
 4 Weeks
 3 Faces



BAMS Festival
 Boston Art & Music Soul Festival
 6/16/2025 - 6/29/2025
 2 Weeks
 40 Faces



Public Art Fund
Paul Anthony Smith
6/30/2025 - 9/7/2025
10 Weeks
50 Faces



Freedom Trail
Boston 250
7/7/2025 - 8/3/2025
4 Weeks
30 Faces



myFace
myFace
7/7/2025 - 8/17/2025
6 Weeks
30 Faces



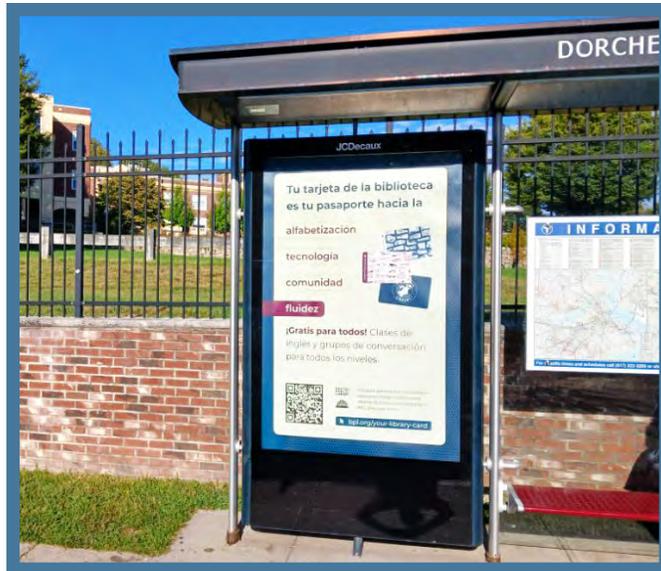
Shalupe Community Alliance
African Festival of Boston
7/28/2025 - 8/17/2025
3 Weeks
25 Faces



Jamaica Plain Music Festival
 Jamaica Plain Music Festival
 8/4/2025 - 9/7/2025
 5 Weeks
 25 Faces



Roslindale Village Main Street
 Roslindale Farmer's Market
 8/18/2025 - 9/28/2025
 6 Weeks
 4 Faces



Boston Public Library
 Boston Public Library
 9/1/2025 - 10/5/2025
 5 Weeks
 26 Faces



Fenway Alliance
 Opening Our Doors Festival
 9/8/2025 - 10/12/2025
 5 Weeks
 25 Faces



South Boston Neighborhood Development Corporation
South Boston Street Festival
9/8/2025 - 9/21/2025
2 Weeks
10 Faces



Rose Kennedy Greenway Conservancy
Rose Kennedy Greenway Conservancy #3
9/22/2025 - 11/2/2025
6 Weeks
20 Faces



Presentation School Foundation Community Center
Brewfest
9/22/2025 - 10/5/2025
2 Weeks
2 Faces

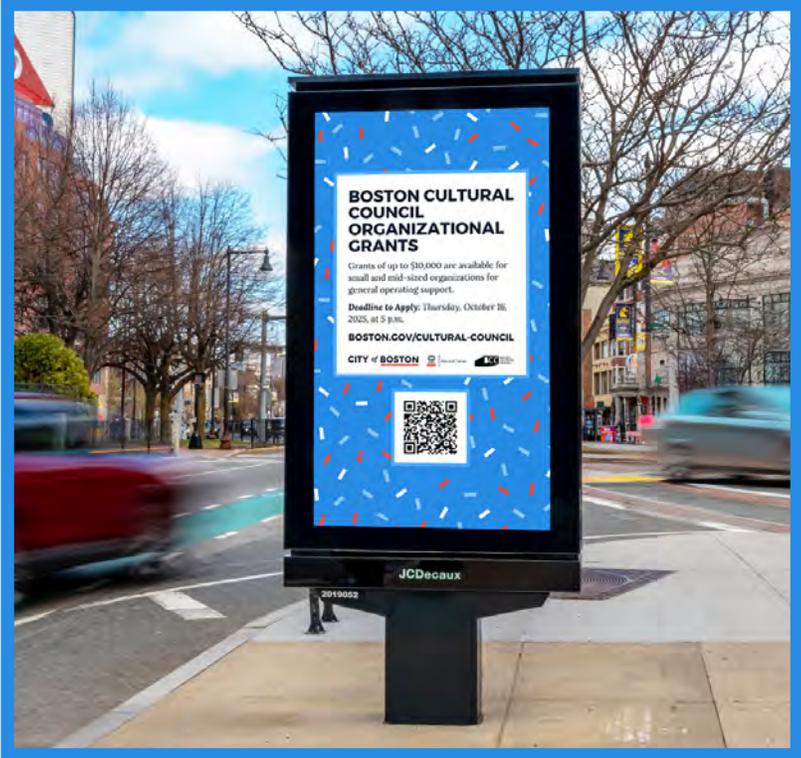


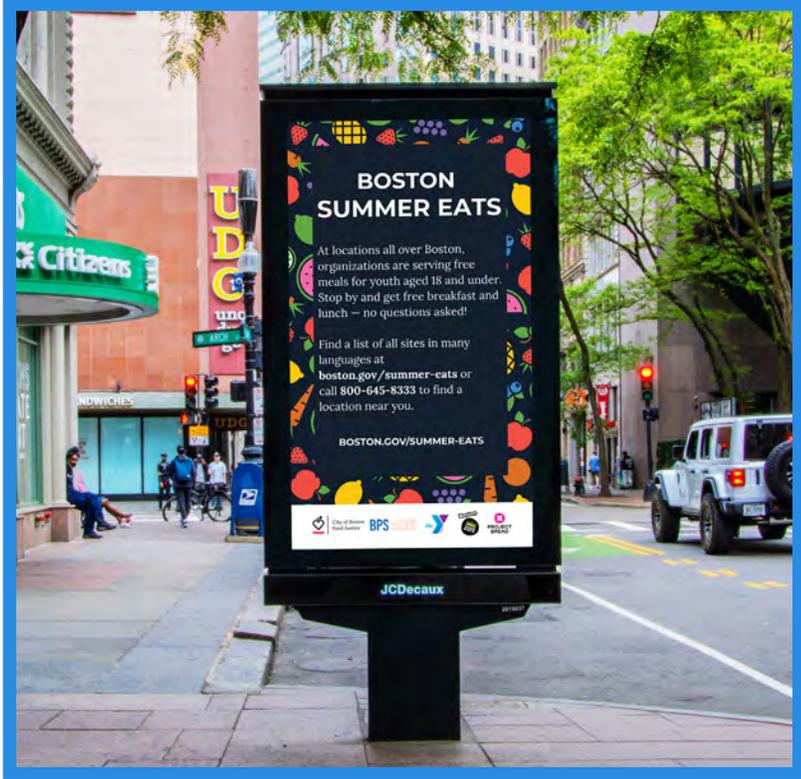
U.S. Vets
Honor U.S. Vets
11/3/2025 - 12/14/2025
6 Weeks
45 Faces

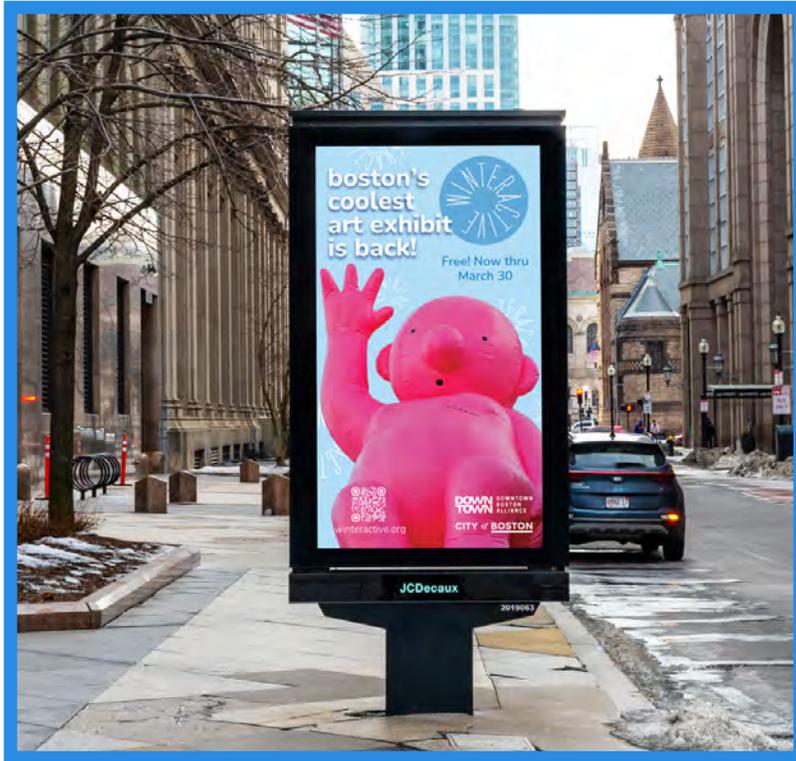


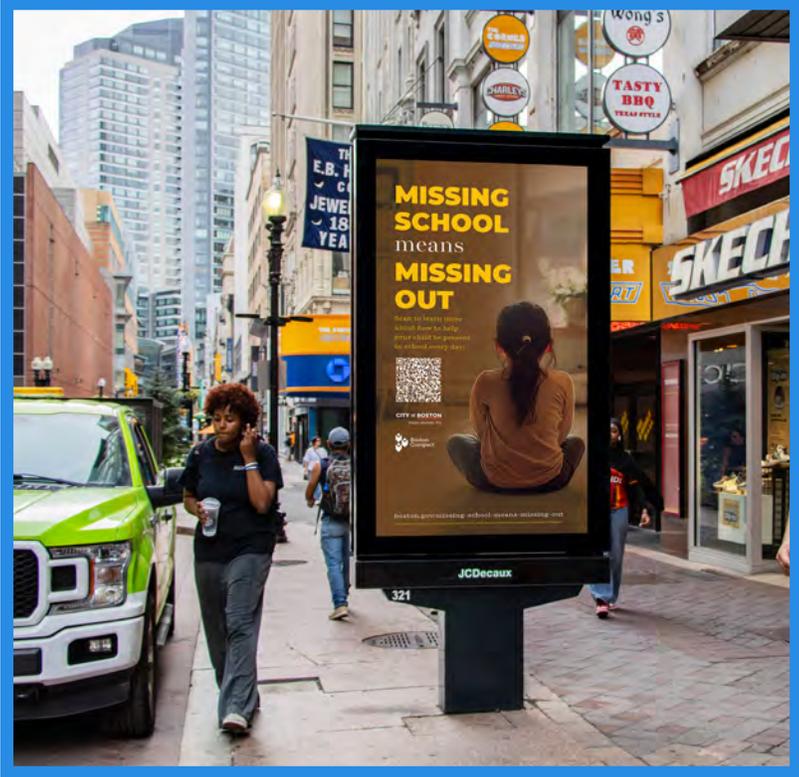
Sail Boston, Inc.
Sail Boston
12/29/2025 - 2/15/2026
7 Weeks
30 Faces

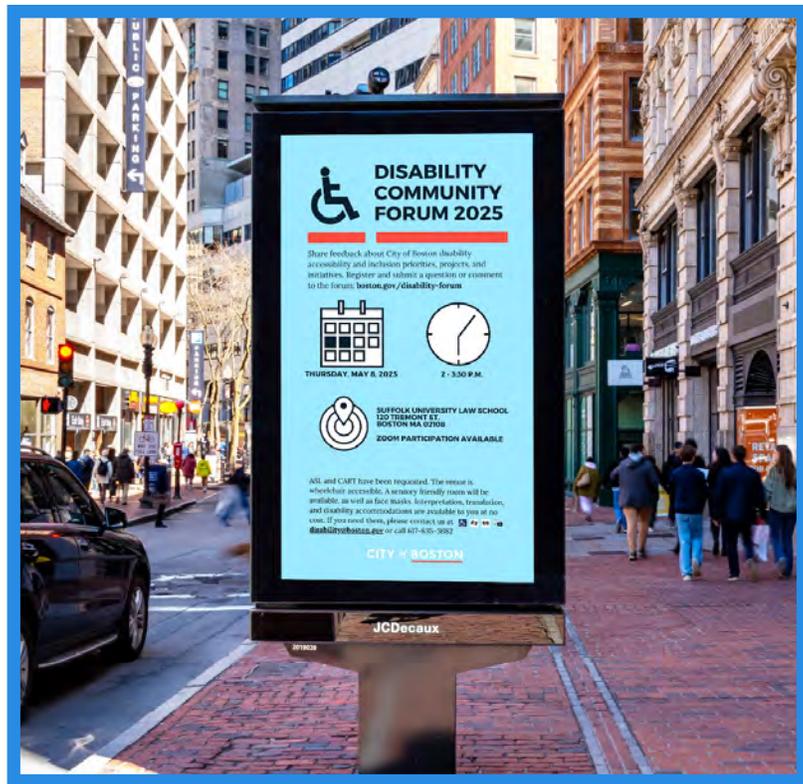
City of Boston Digital Advertising



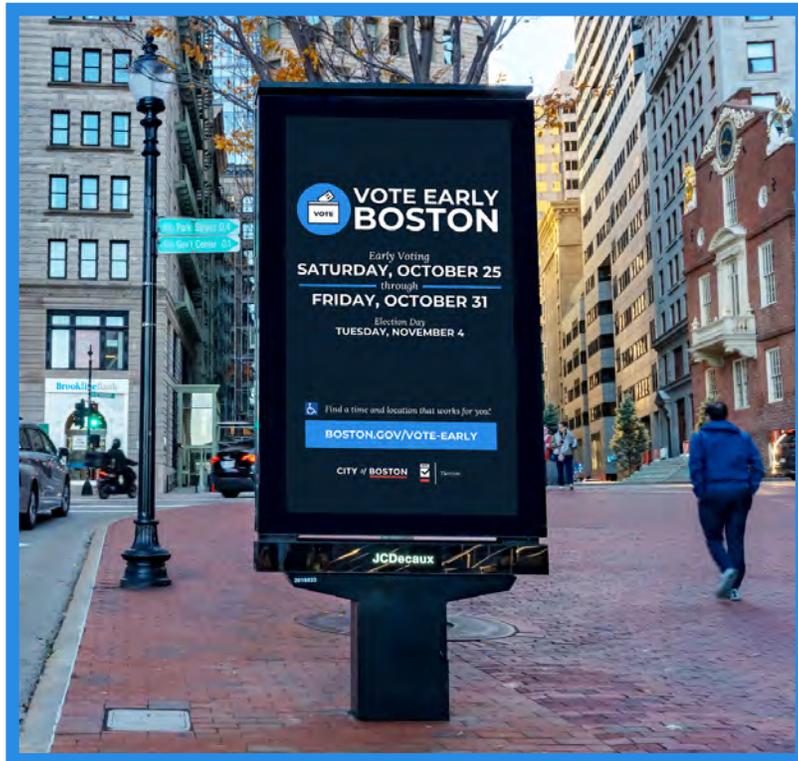








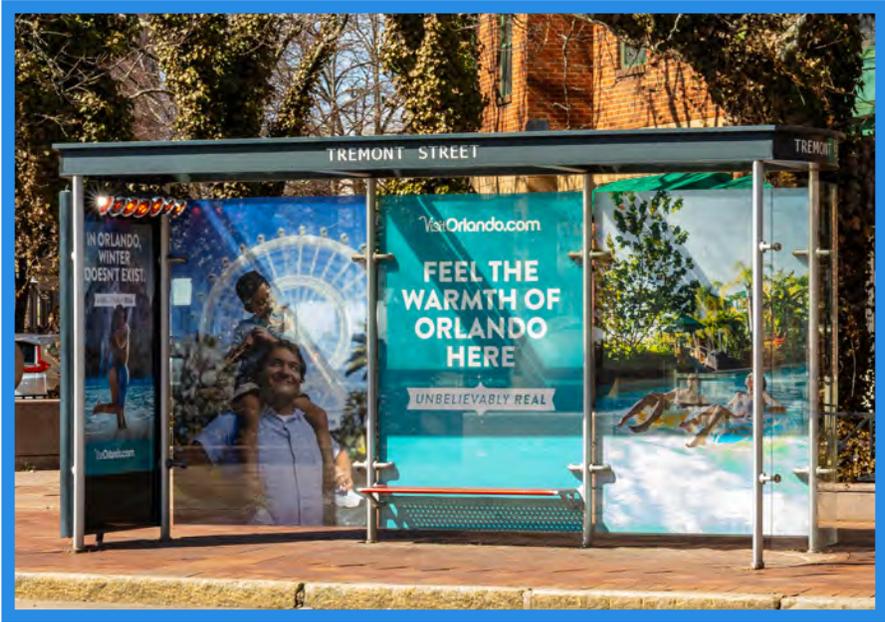




Paid Advertising Campaigns

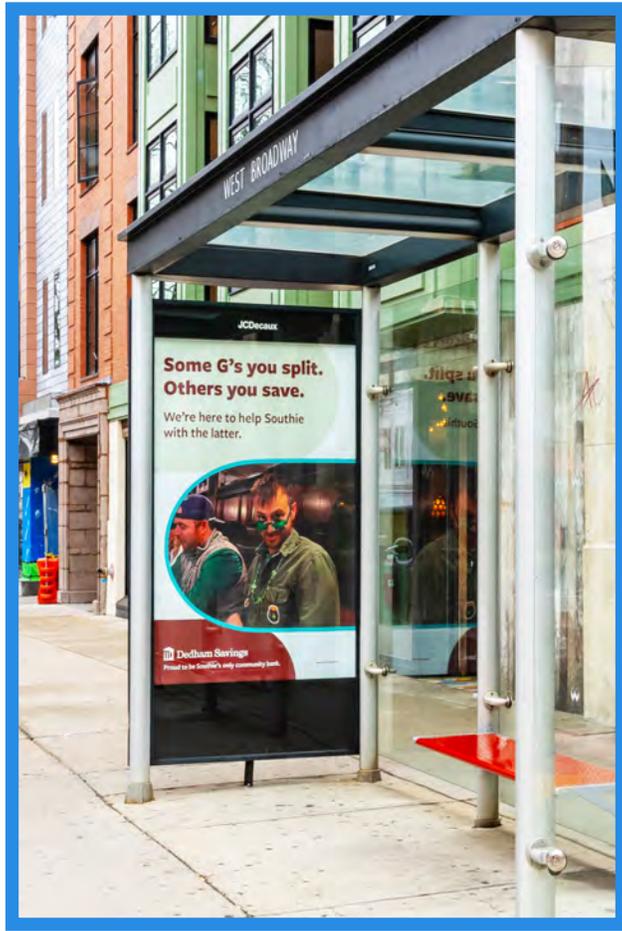
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CITY *of* BOSTON



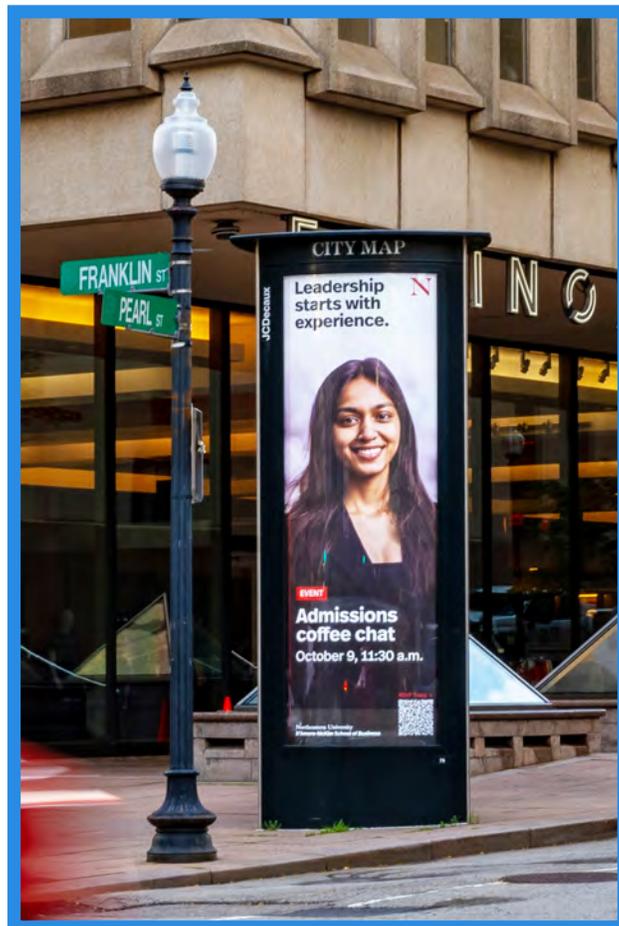




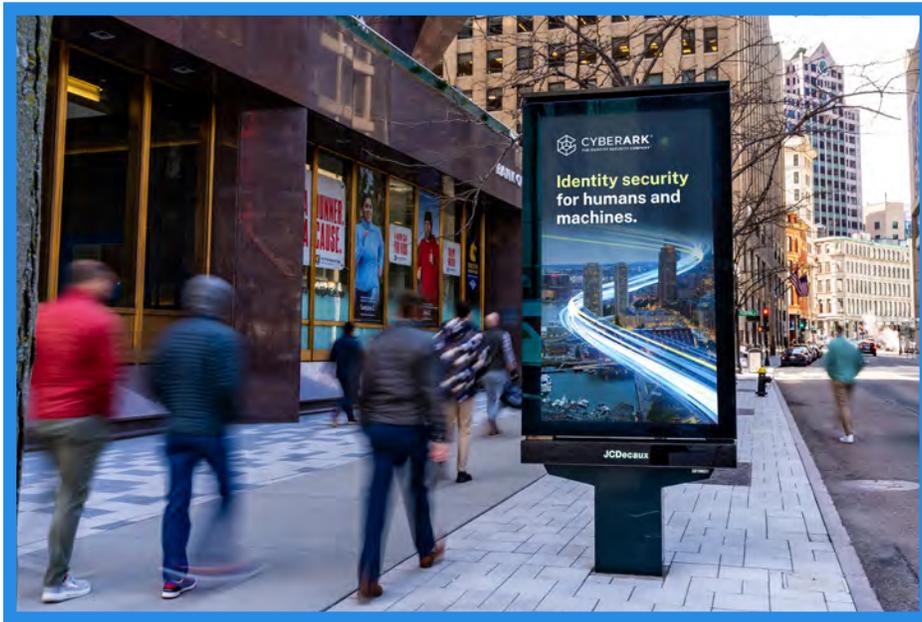














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2025 Annual Reporting for the City of Boston

March 13, 2026

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Alan Sullivan, Co-Chief Executive Officer

CITY of BOSTON

