



March 25, 2009

The Regional Municipality of York
17250 Yonge Street
Newmarket, ON L3Y 6Z1

ATTN: MEMBERS OF COUNCIL

RE: CO-ORDINATED TRANSIT STREET FURNITURE PROGRAM

Dear Members of Council,

Creative Outdoor is a York Region company employing almost 80 full and part time people across North America. We are the largest in our field and we specialize in offering ONLY the small business community street-side amenities programs. Our head office is here in York Region. We have worked with municipalities within the Region for almost 20 years to supply the Small Business portion of the existing street furniture programs.

We are excited about the proposed upgrades and we would very much like the opportunity to bid for the Small Business portion of this new Street Furniture Program. Unfortunately, the way the report presently reads, any bidders, including ourselves would have to find an out-of province National advertising company with whom to partner. It seems a little unfair to any "would-be" providers that they MUST find an out of Province National Advertising Broker with whom to bid or they are simply eliminated from the process.

York Region council has made it clear right from the beginning that they support a small business component in this project. But I am also concerned that council is not fully aware of the repercussions of the report as it is presented. I am urging council to consider amending the report to allow firms that specialize in the Small Business Segment of the Program to bid, and most importantly to allow the Small Business community itself an opportunity to participate in the program.

It is clear that adopting the Street Furniture Report **without** amendment will:

- **Eliminate a place for York Regions small business community** in the Street Furniture Program - while claiming to have a small business component, the program under this report does not offer any opportunity to these small businesses.

Clause 2 e) of the report suggests that there will be no small business supported recycling containers where there are shelters... and yet page 15 of the Urban Design Guidelines implies that where there are no shelters (lower use locations), only smaller recycling bin(s) that could not realistically support advertising) may be used. Effectively this combination of conditions

completely eliminates any small business advertising opportunities.

- Prevent Creative Outdoor (the only York Region Company and in fact the only Province of Ontario Company) and any other small business segment providers, from having a fair opportunity to bid on the project. (Without the real opportunity to place units with small business faces, **there will be NO place for any Small Business proponents to bid**; either on their own, OR as a part of a consortium.)
- Structurally prevent the Small Business community from using the shelters simply because of cost. I have enclosed correspondence from many small Toronto businesses who were led to believe that they would also have an opportunity to advertise on the Toronto Street furniture! I have also enclosed a Rate card from Toronto's contractor Astral Communications that makes it clear that shelters are at LEAST 400% more expensive than recycling bins have historically been.

Following my deputation at the Transit Committee Meeting, additional speakers representing the large billboard companies suggested that the "market" would look after the small business community. However an examination of the circumstances following the awarding of the Toronto program to a single national advertising firm shows us that there is no longer a place for the Small Business community.

The Rate Cards presented, AND the correspondence attached leaves no question that almost all of the present small business users will be eliminated, and the companies like ours who would like to bid, will NOT have the opportunity to compete in this bid.

If it remains council's policy to back the small business of the community and to ensure they have a part in the Street Furniture Project, then I would ask this council to support an amendment allowing the small business providers to bid on that segment of the Project and to ensure that the Project itself is designed such that the Small Business Community can truly participate.

Regards,



David Gray
President

2402 Stouffville Road, Gormley, ON, L0H 1G0
Tel: 1.800.661.6088 • Fax: 1.866.426.2237 • www.creativeoutdoor.com

25 Years of Excellence



March 23, 2009

The Regional Municipality of York
17250 Yonge Street
Newmarket, ON L3Y 6Z1

ATTN: MEMBERS OF COUNCIL

RE: CO-ORDINATED TRANSIT STREET FURNITURE PROGRAM

Dear Members of Council,

I recently appeared before the Transit Committee to address the Street Furniture Project. Unfortunately two of the members were absent and although the Committee did look at the item and there was a very close vote (a one vote margin), I'm not sure the item was fully addressed, and that all of the repercussions were considered.

I hope that, before this council adopts a policy that will essentially eliminate a York Region company from competing in a bid, and the Small Business Community from involvement in the Project, you will consider giving me five minutes to address the issue.

Regards,

David Gray
President