

JCDecaux Boston, Inc.
2024 Reporting
March 27, 2025

Jean-Luc Decaux
President & Co-Chief Executive Officer

Alan Sullivan
Co-Chief Executive Officer

20
24

CITY *of* BOSTON

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

March 27, 2025

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 2024 and to confirm our payments remitted to the City of Boston for 2024. The 2024 Annual Percentage Fee is \$1,242,362.68 and was paid by wire transfer on March 3, 2025, and the 2025 Annual Fixed Fee will be paid no later than April 1, 2025.

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 \$2.6 million of its media space in 2024 to a wide array of NGOs. From our partnership with the Public Art Fund, which brought two vibrant campaigns to the streets of Boston, to campaigns supporting community events and education equality, JCDecaux made an important impact in 2024 on Boston's streetscape.

We appreciated the opportunity to work with your Offices of New Urban Mechanics and Climate Resilience to coordinate the installation of 30 green roofs on our bus shelters last fall and we have also enjoyed a close partnership with your Digital team at the Department of Innovation and Technology. As in prior years, the City enjoyed 12.5% of the space on our digital City Information Panel units throughout each day, which equated to over 40 million individual plays, and hundreds of important and dynamic campaigns. Your communications team also launched 15 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 2025 during which we welcome continuing our discussions regarding creative avenues that might permit us to reach our shared goal of providing additional amenities to Bostonians in spite of the limited time left in the program.

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. 2024 Reporting March 27, 2025

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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 11, JCDecaux Boston maintains approximately 431 products throughout the City.

The contractual \$1,500,000 Annual Fixed Fee payment for 2025 will be made no later than April 1, 2025. A wire transfer for the 2024 Annual Percentage Fee equal to \$1,242,362.68 was issued to the City of Boston on March 3, 2025.

CITY *of* BOSTON

Digital CIP



Static CIP



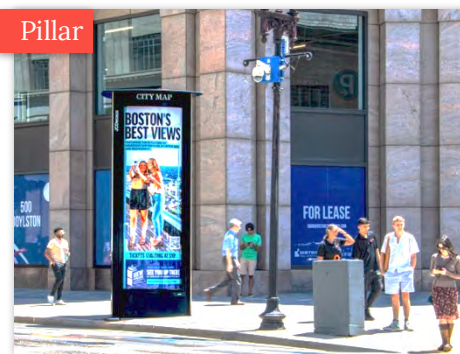
Public Toilet



Bus Shelter



Pillar



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	\$25,750,000	\$21,373,634	\$47,123,634

(1) The 2025 Fixed Fee will be paid on April 1, 2025.

(2) The 2025 Percentage Fee will be paid at the beginning of 2026.

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 2024.

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. 2024 Reporting March 27, 2025

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Part 2

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CITY *of* BOSTON

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CITY *of* BOSTON

Public Service Advertising for 2024

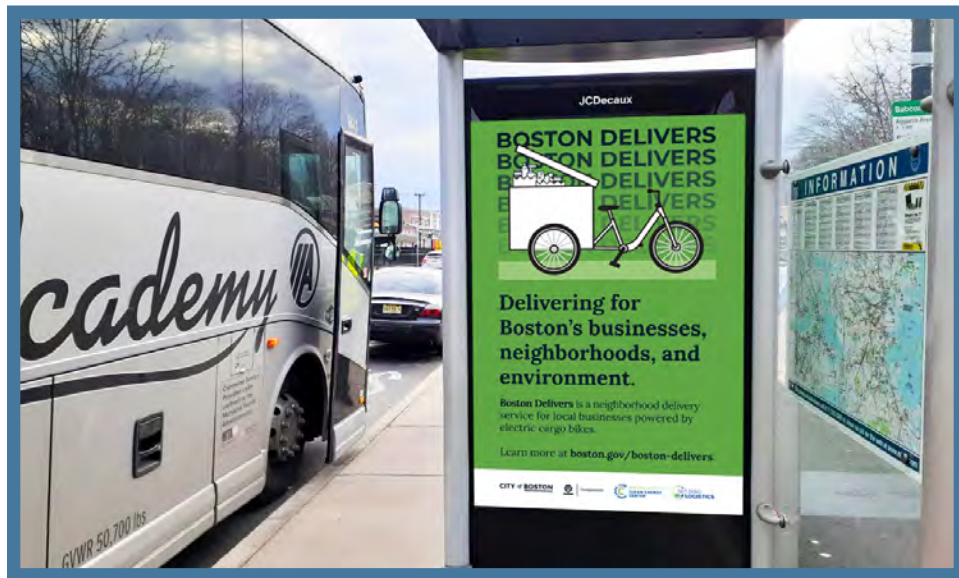
BOSTON		
BOOKING ID	ADVERTISER	CAMPAIGN
SM033242	Presentation School Community Center	Brighton Winter Farmers Market
SM033806	Shanti Restaurant	Holi Mela
SM034268	City of Boston	Early Voting 2024
SM032443	Public Art Fund	Clifford Prince King
SM033292	City of Boston	Boston Delivers
SM035154	City of Boston	Youth Jobs
SM035349	City of Boston	Mass Saves
SM035893	City of Boston	Great Starts #1
SM035902	City of Boston	Great Starts #2
SM036467	Boston Theater Co.	Pride 5K
SM036472	BAMS Festival	BAMS Festival 2024
SM036044	UNICEF	Heart Strings
SM036482	City of Boston	Open Streets 2024
SM037165	Boston Pops Orchestra	Boston Pops 2024
SM037025	Roslindale Village Main Street	Farmers Market #1
SM037220	Circle of Hope	Circle of Hope
SM037111	Fenway CDC	We Love the 55
SM037026	Roslindale Village Main Street	Farmers Market #2
SM037218	City of Boston	Swim Safe
SM038089	UN Economic Commission for Europe	Road Safety
SM038189	City of Boston	Open Streets JP & Hyde Park
SM038193	Allston Brighton Health Collaborative	Brighton Farmers Market
SM037116	Roslindale Village Main Street	Farmers Market #3
SM038628	Jamaica Plain Music Festival	Jamaica Plain Music Festival 2024
SM038277	Public Art Fund	Adrienne Elise Tarver
SM039072	City of Boston	Early Voting September 2024
SM039148	JDJ Foundation	Signs of Possibility
SM039190	City of Boston	Open Streets Sept. 2024
SM039457	Boston Public Library	Browse Borrow Board
SM039258	Fenway Alliance	Opening Our Doors Festival 2024
SM039698	Roslindale Village Main Street	Dumpling Festival
SM039718	South Boston Neighborhood Development Corporation	South Boston Street Fest 2024
SM039567	UNICEF	Trick or Treat
SM040391	City of Boston	Early Voting Nov. 2024 #1
SM040514	City of Boston	Early Voting Nov. 2024 #2
SM041112	Fos Feminista	Fos Feminista
SM041586	City of Boston	MBTA - Blue Hill Ave. Survey

Throughout 2024, 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 35.

City of Boston Public Service Campaigns



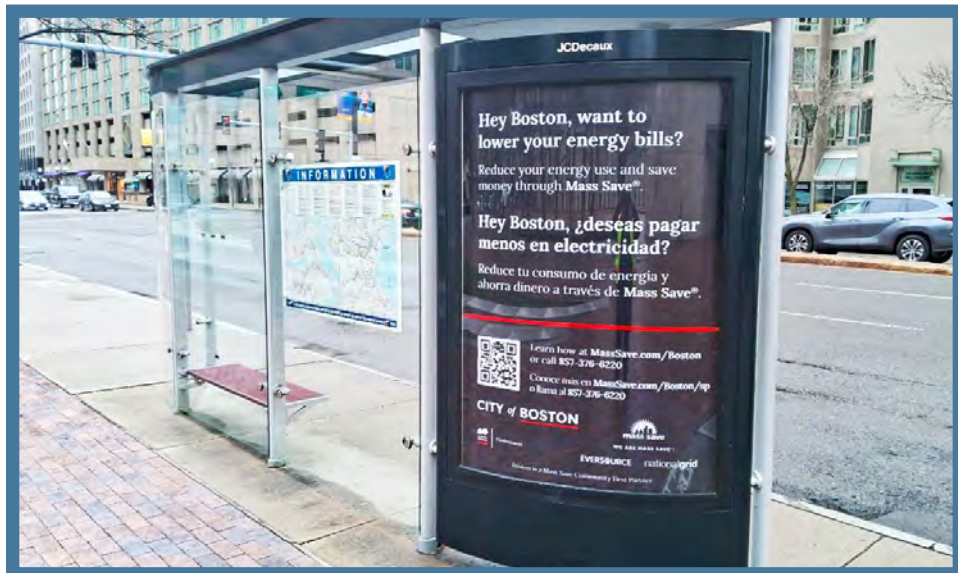
City of Boston
Early Voting 2024
2/5/2024 - 3/3/2024
4 Weeks
100 Faces



City of Boston
Boston Delivers
2/26/2024 - 5/26/2024
13 Weeks
6 Faces



City of Boston
Youth Jobs
3/18/2024 - 4/28/2024
6 Weeks
25 Faces



City of Boston
Mass Saves
3/25/2024 - 4/28/2024
5 Weeks
70 Faces



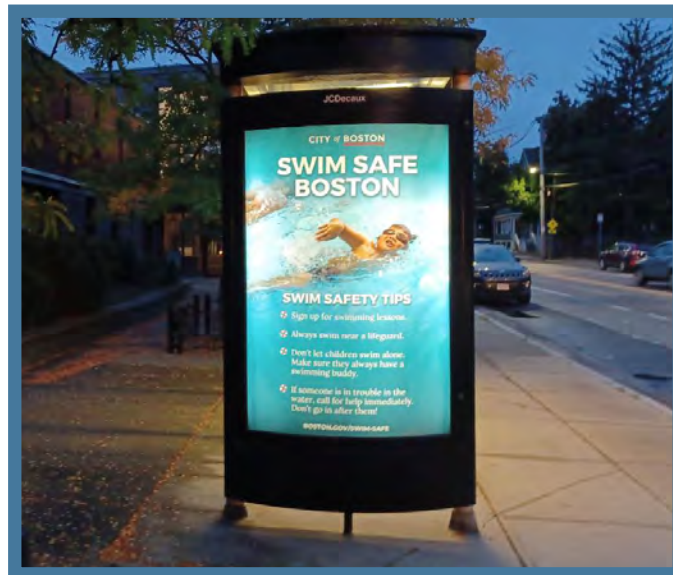
City of Boston
Great Starts #1
4/15/2024 - 6/30/2024
11 Weeks
50 Faces



City of Boston
Great Starts #2
5/6/2024 - 6/30/2024
8 Weeks
30 Faces



City of Boston
Open Streets 2024
5/20/2024 - 6/16/2024
4 Weeks
40 Faces



City of Boston
Swim Safe
7/1/2024 - 8/4/2024
5 Weeks
100 Faces



City of Boston
Open Streets JP & Hyde Park
7/15/2024 - 8/11/2024
4 Weeks
11 Faces



City of Boston
Early Voting September 2024
8/19/2024 - 9/1/2024
2 Weeks
52 Faces



City of Boston
Open Streets September 2024
8/26/2024 - 10/27/2024
9 Weeks
15 Faces



City of Boston
Early Voting November 2024 #1
10/14/2024 - 11/3/2024
3 Weeks
25 Faces



City of Boston
Early Voting November 2024 #2
10/14/2024 - 11/3/2024
3 Weeks
35 Faces



City of Boston
MBTA - Blue Hill Avenue Survey
11/25/2024 - 12/15/2024
3 Weeks
8 Faces

Other Public Messaging

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CITY *of* **BOSTON**

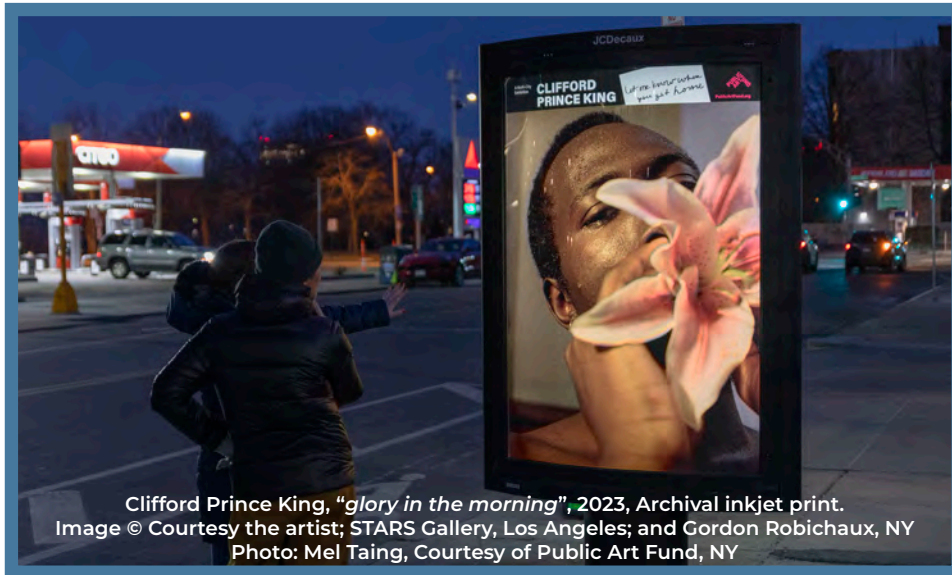
Other Public Service Campaigns



Presentation School Community Center
Brighton Winter Farmers Market
1/15/2024 - 2/18/2024
5 Weeks
2 Faces



Shanti Restaurant
Holi Mela
2/5/2024 - 3/31/2024
8 Weeks
5 Faces



Public Art Fund
Clifford Prince King
2/12/2024 - 5/26/2024
15 Weeks
50 Faces



Boston Theater Co.
Pride 5K
5/6/2024 - 6/9/2024
5 Weeks
10 Faces



BAMS Festival
BAMS Festival 2024
5/6/2024 - 6/30/2024
8 Weeks
50 Faces



UNICEF
Heart Strings
5/6/2024 - 6/2/2024
4 Weeks
40 Faces



Boston Pops Orchestra
 Boston Pops 2024
 6/3/2024 - 7/7/2024
 5 Weeks
 40 Faces



Roslindale Village Main Street
 Farmers Market #1
 6/3/2024 - 6/30/2024
 4 Weeks
 11 Faces



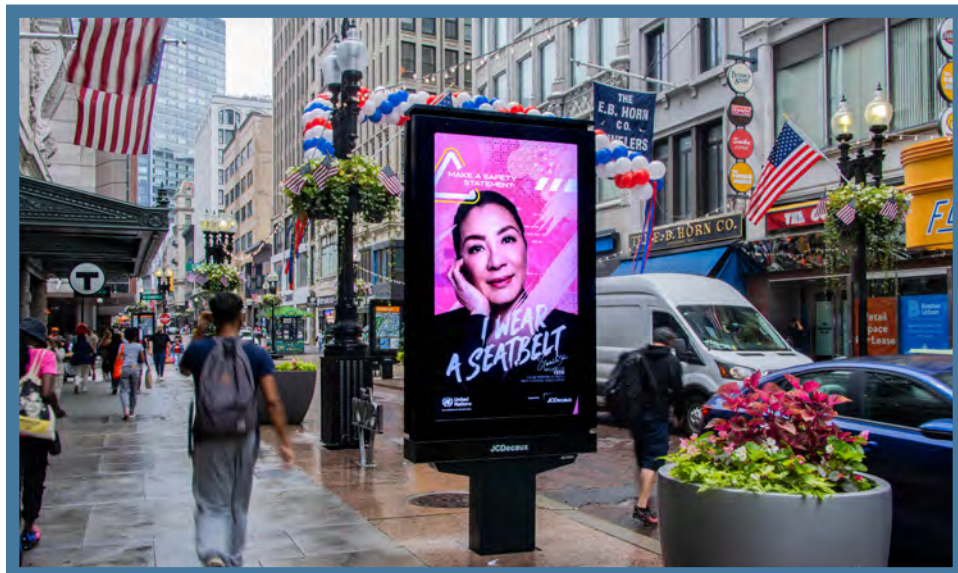
Circle of Hope
 Circle of Hope
 6/10/2024 - 7/14/2024
 5 Weeks
 25 Faces



Fenway CDC
 We Love The 55
 6/24/2024 - 7/28/2024
 5 Weeks
 10 Faces



Roslindale Village Main Street
Farmers Market #2
7/1/2024 - 8/4/2024
5 Weeks
3 Faces



UN Economic Commission for Europe
Road Safety
7/1/2024 - 9/1/2024
9 Weeks
40 Faces



Allston Brighton Health Collaborative
Brighton Farmers Market
7/15/2024 - 11/3/2024
16 Weeks
2 Faces



Roslindale Village Main Street
Farmers Market #3
8/5/2024 - 9/1/2024
4 Weeks
4 Faces

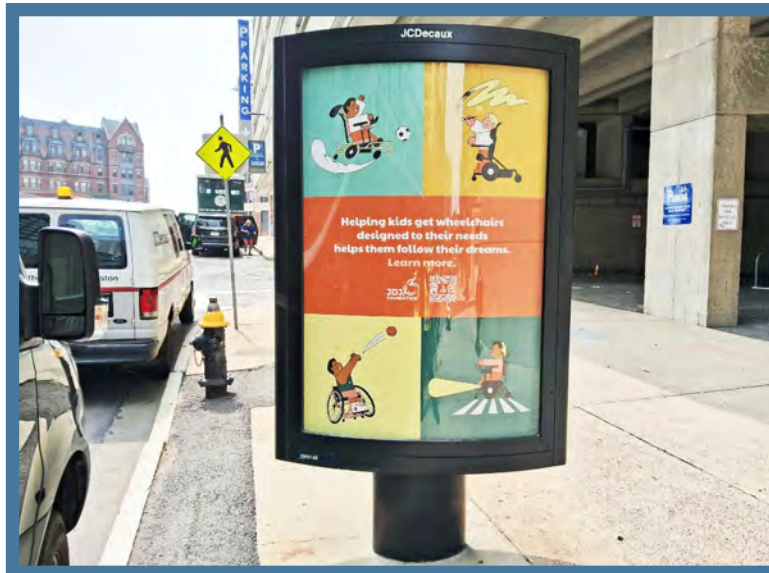


Jamaica Plain Music Festival
Jamaica Plain Music Festival 2024
8/5/2024 - 9/8/2024
5 Weeks
30 Faces



Adrienne Elise Tarver: She who sits "Between here and there," 2024
Photo: Mel Taing, Courtesy of Public Art Fund, NY

Public Art Fund
Adrienne Elise Tarver
8/5/2024 - 11/24/2024
16 Weeks
50 Faces



JDJ Foundation
Signs of Possibility
8/19/2024 - 9/8/2024
3 Weeks
10 Faces



Boston Public Library
Browse Borrow Board
9/9/2024 - 10/13/2024
5 Weeks
26 Faces



Fenway Alliance
Opening Our Doors Festival 2024
9/9/2024 - 10/20/2024
6 Weeks
30 Faces



Roslindale Village Main Street
Dumpling Festival
9/9/2024 - 9/29/2024
3 Weeks
3 Faces



South Boston Neighborhood Development Corporation
 South Boston Street Festival 2024
 9/9/2024 - 9/22/2024
 2 Weeks
 10 Faces

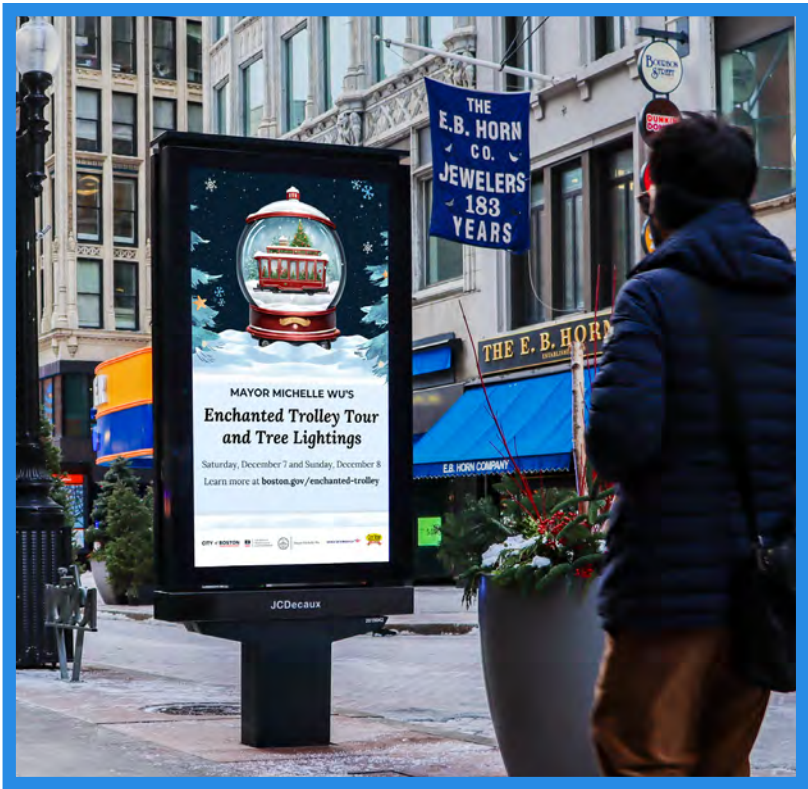


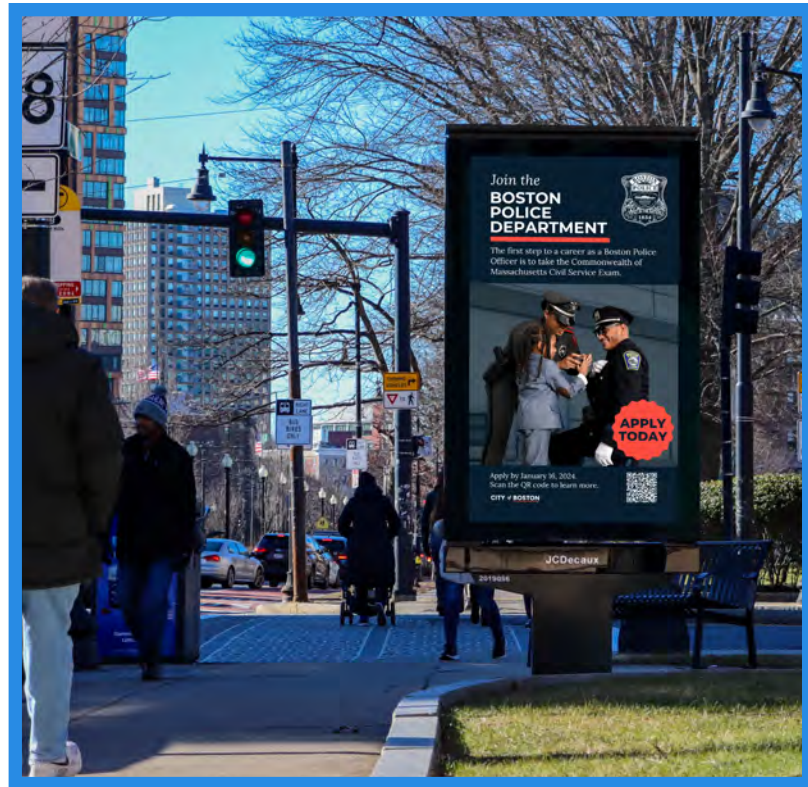
UNICEF
 Trick or Treat
 9/30/2024 - 11/3/2024
 5 Weeks
 40 Faces



Fos Feminista
Fos Feminista
11/25/2024 - 12/29/2024
5 Weeks
50 Faces

City of Boston Digital Advertising







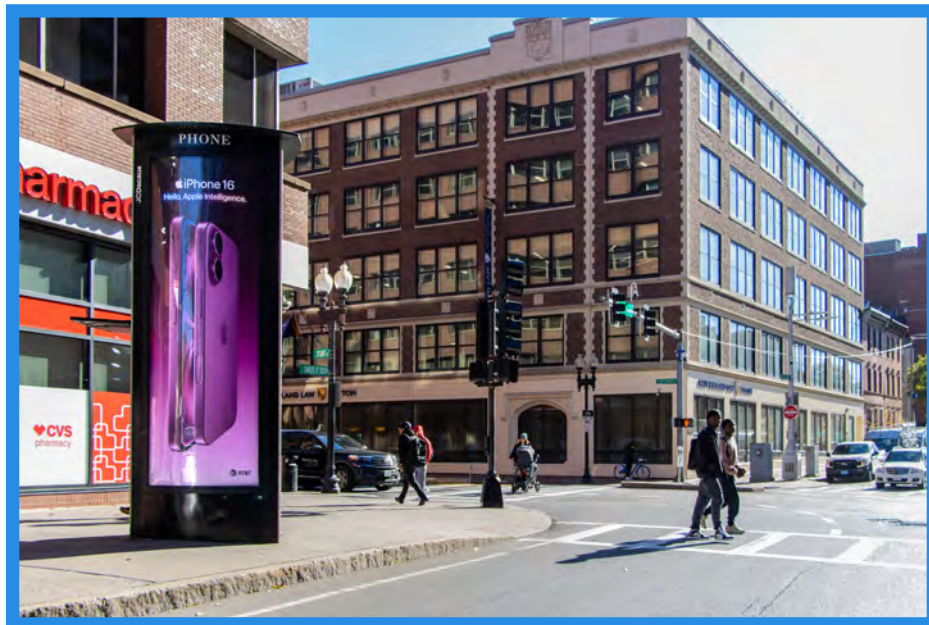


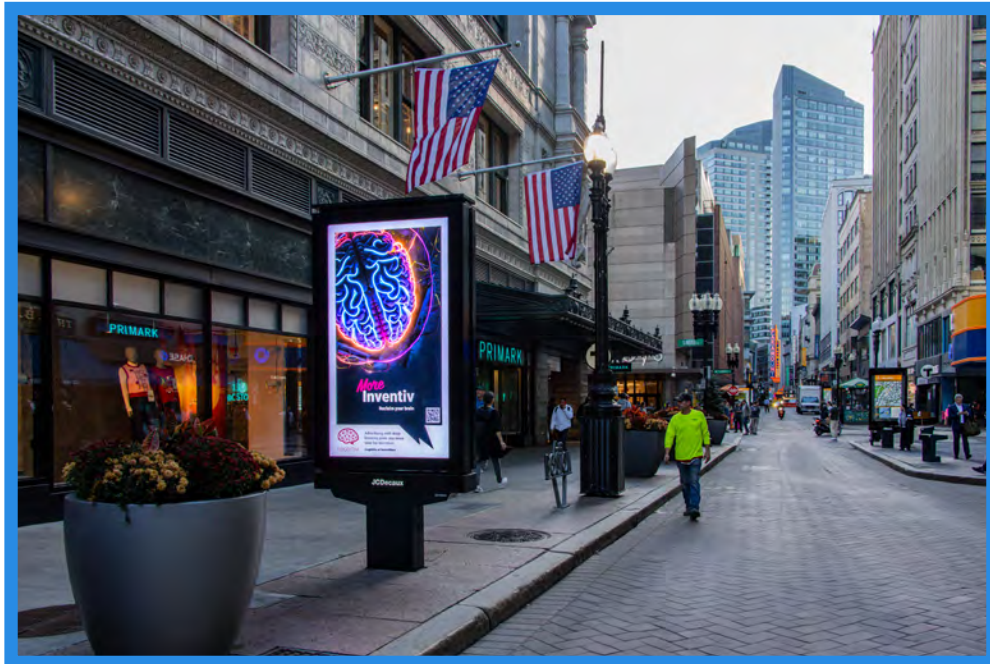


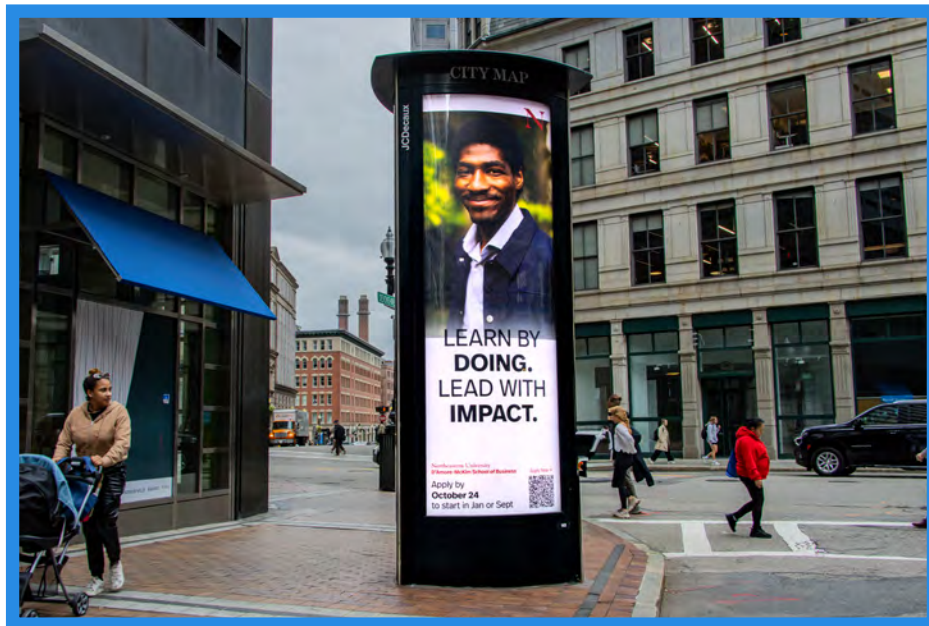
Paid Advertising Campaigns

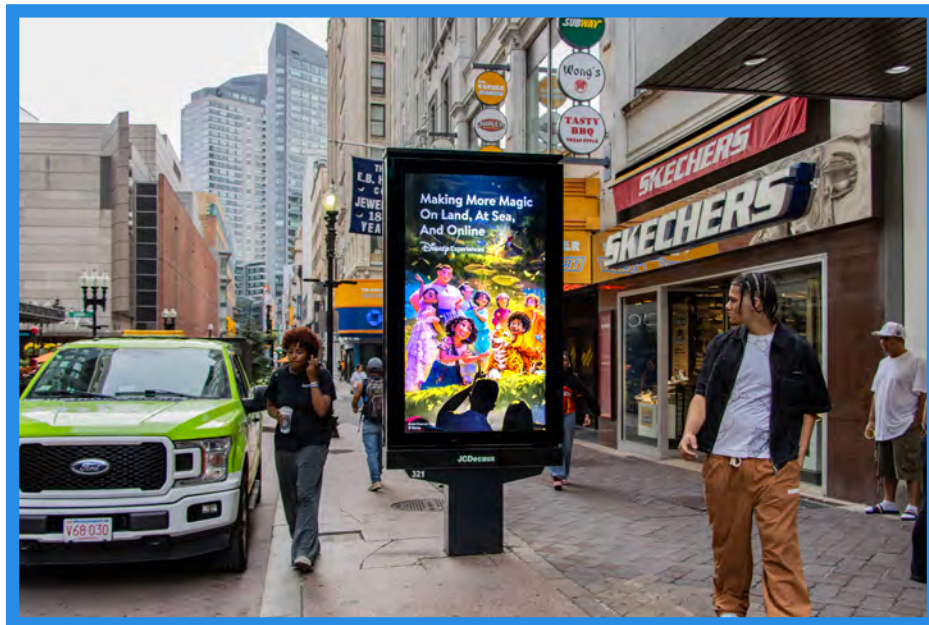
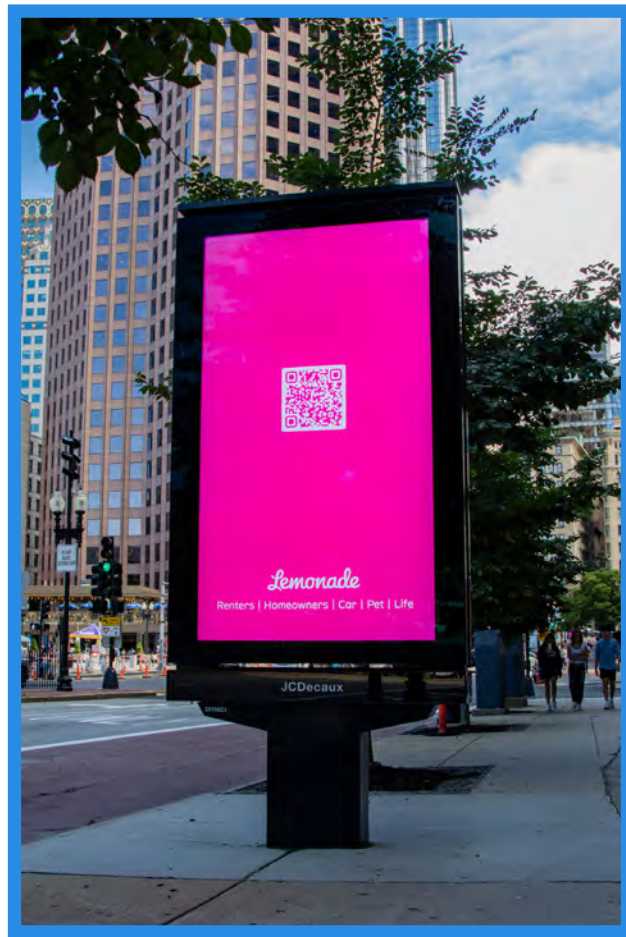
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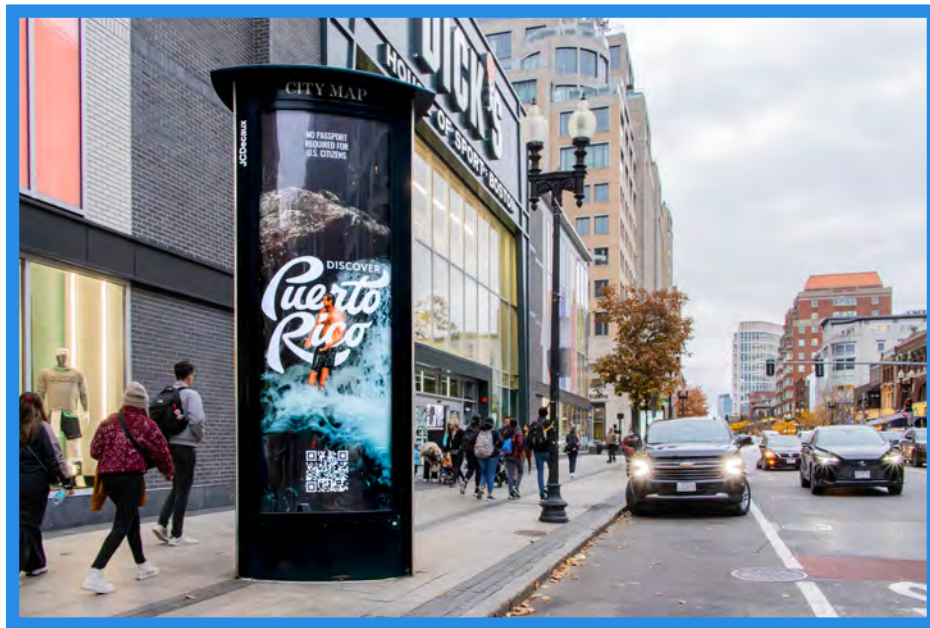
CITY *of* **BOSTON**



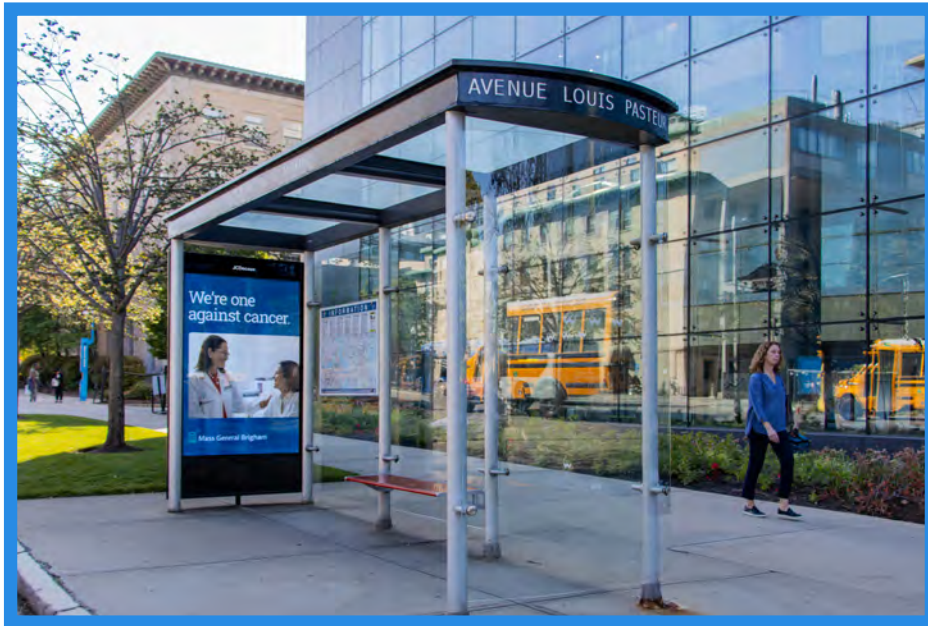






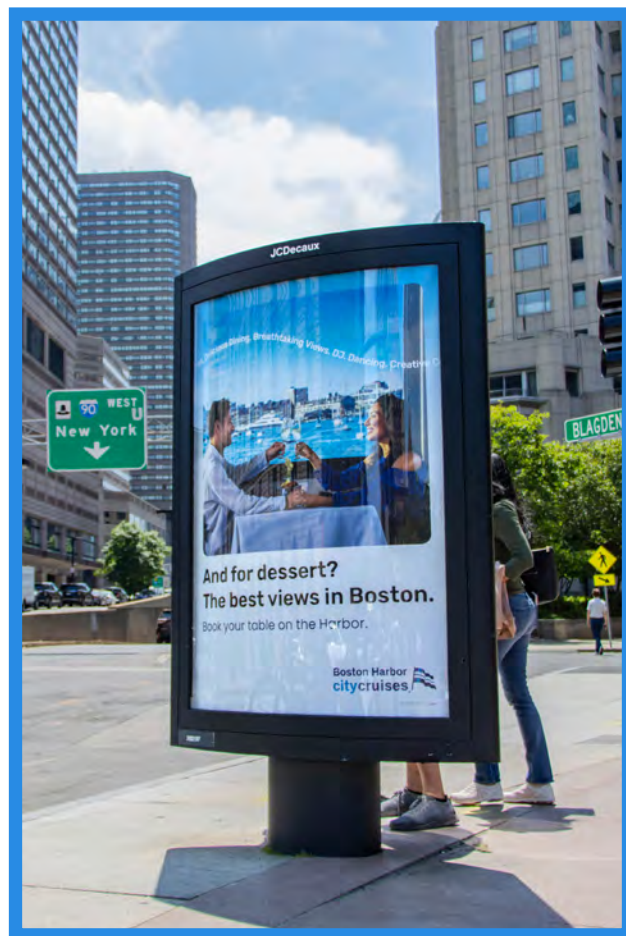
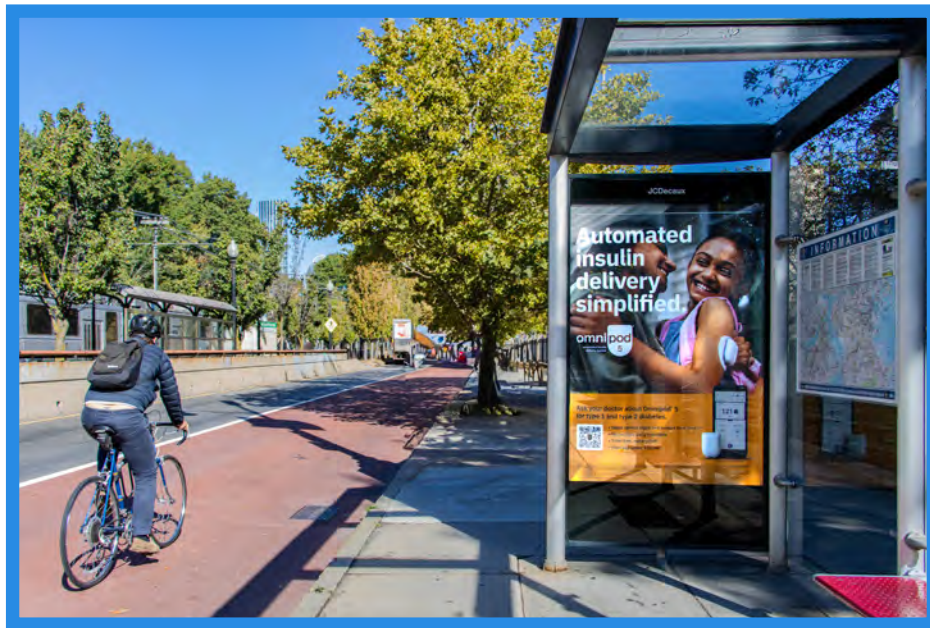












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