



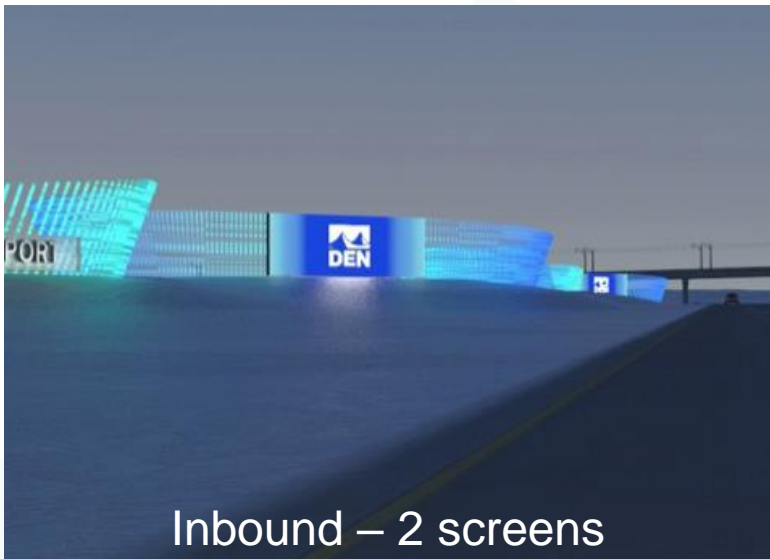
OUTFRONT MEDIA, LLC
PEÑA BLVD. SIGN ADVERTISING
CONCESSION AGREEMENT #201738496

PATRICK HECK
EVP – CHIEF COMMERCIAL OFFICER
JANUARY 2019

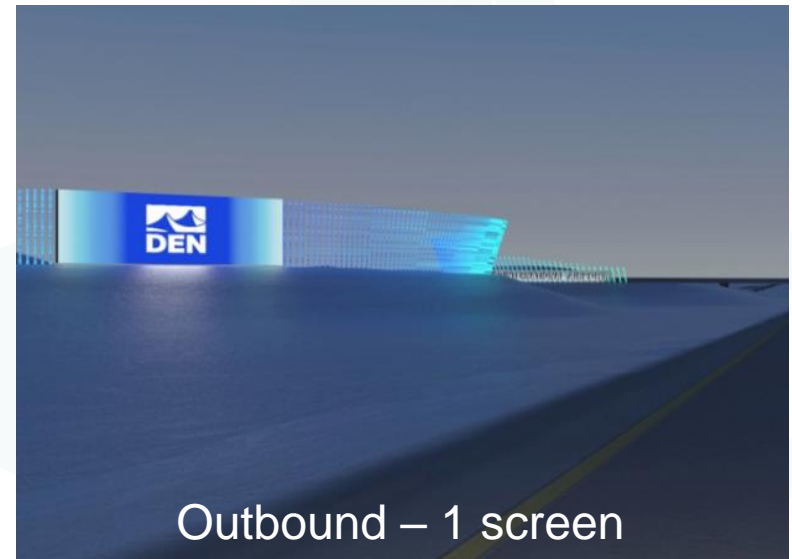
OPPORTUNITY



- The Peña Boulevard Welcome Sign at DEN is an iconic one-of-a-kind digital display built in partnership between the City and County of Denver and Panasonic.
- Welcome sign messaging will be shown on (2) inbound screens and (1) outbound screen



Inbound – 2 screens



Outbound – 1 screen

OPPORTUNITY



- The City and Panasonic have an operation and maintenance agreement for the Peña Boulevard Welcome Sign
 - Panasonic operates and maintains the welcome sign
 - City requires an advertising sales partner to develop, sell, and grow advertising revenue on the sign
- DEN sought an advertising sales partner by conducting a Request for Qualifications (RFQ)

Inbound – 2 screens

Outbound – 1 screen

SOLICITATION PROCESS



- Request for Qualifications released February 27, 2018
- Mandatory Pre-Submittal conference held on March 29, 2018
- No addenda were issued
- Responses were received by April 26, 2018
- The panel's formal recommendation was for OUTFRONT Media LLC, be selected for direct negotiations



EVALUATION PROCESS

- DEN received three Statements of Qualification
 - Clear Channel Outdoor, Inc. d/b/a Clear Channel Airports
 - Colorado Outdoor, Inc. d/b/a Mile High Outdoor
 - OUTFRONT Media, LLC
- Review by DEN Business Management Services, DEN Finance, and DEN Legal
- DSBO reviewed for ACDBE requirements
- Interviews held on June 19, 2018

RECOMMENDED RESPONDENT

- OUTFRONT Media, LLC
- Experience
 - Wholly owned subsidiary of OUTFRONT Media, Inc., publicly traded out-of-home media company (NYSE: OUT) with diverse portfolio of media assets
 - Assets include more than 400,000 digital and static displays
 - Asset locations throughout 25 largest U.S. markets
 - Advertising partner of choice for many major municipal transit systems
- Company shows adequate liquidity and sustainable debt levels
- ACDBE partners (2% participation)
 - ILS Consulting Group, Inc. (100% owned ACDBE)

OUTFRONT Media, LLC



- Term – 5 years
- Proposed privilege fee
 - Minimum annual percentage fee (MAPF) - \$150,000, increasing annually
 - Percentage fee – 67% of gross receipts
- First year projected gross receipts - \$1.2M
- First year projected revenue to DEN - \$804K
- No capital investment required
- Required compliance with DEN Guidelines for Signage and Advertising on Airport Property

ADVERTISING GUIDELINES



- DEN guidelines for signage and airport advertising
 - Permitted content
 - Prohibited content



DENVER INTERNATIONAL AIRPORT

DEN