
To: Library Board of Trustees

From: Jennifer Jones, Library CEO

Meeting Date: August 29, 2017

Subject: Report PPL17-046
Sponsorship Update - Digital Signage

Purpose

A report to inform the Library Board of matters concerning a Sponsorship Update with regard to Digital Signage.

Recommendation

That the Library Board approve the recommendation outlined in Report PPL17-046, dated August 29, 2017 of the Library CEO concerning the Sponsorship Update with regards to Digital Signage, as follows:

That Report PPL17-046 from the Library CEO be received for information.

Budget and Financial Implications

There may be a budget or financial implication resulting from the approval of the recommendation of this report. The financial impact(s) are not known at this time.

Background

The City has been considering a centralized platform for indoor digital signage to display facility information, promote programs and provide corporate messages across a range of City facilities.


The primary goal of these digital signs would be to provide customers with information in a professional manner using an effective platform that is easy to administer. Scott Elliott, Corporate Sponsorship Coordinator, has been looking to expand the City's current relationship with Movingmedia to update the outdoor digital signage at the Evinrude Centre, and a multi-phased project to add indoor digital signage across City facilities.

A report was presented to the Committee of the Whole in July, and it received Council's support to negotiate with Movingmedia.

The Library CEO met with Scott Elliott and a representative from Movingmedia to determine potential locations for digital screens in the renovated space. There appear to be three preferred areas - behind circulation on the main floor, behind circulation in the Children's area, and in the Café area. There may be potential for additional screens once their value is determined.

The layout proposed for the content is as follows:

- a scrolling ticker tape broadcasting local news and City updates along the bottom of the screen
- 1/3 of the real estate for advertisements
- 2/3 of the real estate for locally created content

 <p>Peterborough Public Library</p> <p>Library created content here, such as:</p> <ul style="list-style-type: none">- Program times- Upcoming Events- Operating hours- Collection Spotlight- Friends GIANT Book Sale- Foundation awareness- etc.	<p>Ads from local companies</p>
<p>Scrolling ticker tape along the bottom of the screen → → →</p>	

The Library CEO requested that the ad content be 'family friendly' and was reassured that, as a private company, Movingmedia has the option to refuse an advertisement if it doesn't meet their criteria.

As negotiations are not yet complete, the cost to the library for the equipment, the software and any other financial details (including revenue) are unknown at this time.

Submitted by,

Jennifer Jones
Library CEO

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