



**CITY OF RICHMOND**

**REPORT TO COMMITTEE**

**TO:** General Purposes Committee  
**FROM:** Mike Redpath  
Manager Parks Administration and Programs  
**DATE:** August 12, 2001  
**FILE:** 7200-20-SBAN1-479512  
**RE:** Street Banner Sponsorship Proposal from Telos Technologies ~Jacombs Road

**STAFF RECOMMENDATION**

That the sponsorship of street banners by TELOS Technologies be approved commencing September 14<sup>th</sup>, 2001 for a period of six months not exceeding March 14, 2002.

Mike Redpath  
Manager Parks Administration and Programs

Att. 3

<b>FOR ORIGINATING DIVISION USE ONLY</b>
<b>CONCURRENCE OF GENERAL MANAGER</b>

## STAFF REPORT

### ORIGIN

On August 3, 2001 staff received a proposal from Telos Technologies (Attachment 1) for the sponsorship of street banners along Jacombs Road from Cambie Road to the connector overpass (see map Attachment 2). Telos is a Richmond based wireless communication company with 170 employees having it's head office in Richmond.

As per the existing City of Richmond Street Banner Sponsorship Policy #7703 (Attachment 3), this proposal is being forwarded to Council for consideration.

### ANALYSIS

#### **Telos Street Banner Proposal**

A detailed description of the proposal received from Telos for the sponsorship of street banners is located in Attachment 1. In summary, the proposal involves the following:

- The sponsorship of 38 recycled street banners along Jacombs Road for a period of 6 to 12 months beginning September 14<sup>th</sup>, 2001
- Telos will sponsor 100% of the cost of installation and removal of the banners, and at the end of the display the street banner hardware would become the property of the City of Richmond
- Telos will bear the cost of having 'proud sponsor' tail flags sewn to each of the 38 banners as per the proposed design in Attachment 1

#### **Street Banner Sponsorship Policy #7703**

The area proposed for the Telos banner display is located outside of the City Centre. In reviewing the Telos proposal, the City of Richmond Policy #7703 (Attachment 3) includes the following policy direction:

**"4. Outside City Centre**

*For banner displays in other areas outside City Centre, consideration will be based in part on:*

- (a) how banners will contribute to and enhance the distinct character of the area;*
- (b) whether display of the banners is consistent throughout the area; and,*
- (c) the geographic coverage proposed by the applicant being satisfactory to the City."*

#### **Examples of Similar Street Banner Sponsorship Initiatives**

The Telos street banner proposal complements four recently corporately sponsored and/or recycled street banner initiatives:

- *Progressive Construction Initiative*: involves the ongoing financial sponsorship of recycled street banners from previous years community competitions, the supply of hardware and annual financing for the installation/removal of banners outside the city centre on Barnard Drive in Terra Nova
- *Royal Bank Initiative*: involved the sponsorship of street banners along Minoru Boulevard to recognise the 1999 United Nations International Year of Older Persons, banner tail flags were used to recognise the Royal Bank as 'proud sponsor'
- *Asia International Services Corporation (AIC) Initiative*: involved the sponsorship of street banners along #3 road, Hazelbridge Way and Cambie Roads in 1998/1999, banner tail flags were used to recognise AIC as 'proud sponsor'
- *Steveston Village*: involves the annual recycling of City Centre Street Banners along Moncton and Bayview Streets in Steveston

### **Relationship to Corporate Plan**

The addition of street banners along Jacombs Road complements both community vibrancy and civic beautification in the City. Working in partnership with the private sector to beautify areas outside the City Centre area will contribute colour to this industrial area that is also a close to a gateway to the City, and adjacent to the Cambie Community Centre.

In addition to the aesthetic benefits of the proposal, it is also another example of a 'sponsorship through donations' initiative as part of the established Partners for Beautification program.

### **Timeline & Next Steps**

If approved, staff would make available 38 recycled street banners to Telos who would arrange for tail flags to be sewn to the bottom of each banner for display. Staff would also endeavour to install the street banner hardware on the nineteen street lightpoles on Jacombs Road no later than September 14<sup>th</sup>, 2001 to coincide with the commencement date suggested by Telos.

Given that recycled street banners are proposed for being used in this initiative, staff recommend a display of six months to prevent the additional fading of the street banners due to exposure to sunlight and weather.

### **FINANCIAL IMPACT**

The proposal from Telos is for a \$5000 sponsorship donation to the City for the banner display. Hardware acquisition/installation, and banner installation costs for this proposal are estimated at \$2500, therefore an opportunity exists to generate approximately \$2500.00 in contributions to the City of Richmond Street Banner Program as a result of the Telos Street Banner Sponsorship Proposal.

This additional funding could be applied to the increased costs realised in 2001 due to the additional banner inventory associated with the recent addition of new banner poles on the #3 Road Rapid Bus route.

As per section 6 of Policy 7703, the following policy guidelines are supported by the Telos proposal:

"6. *Cost to Sponsor*

*Interested sponsors would be responsible for the cost of manufacturing, installing, and removing banners, and providing hardware—if not already in place—and removing and replacing hardware and banners which are damaged."*

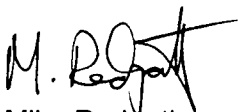
In conjunction with the direct financial contribution, the City would have the additional benefit of retaining the 19 pieces of street banner hardware at the horizon date of the banner display. Other costs associated with this proposal include the banner tail flag manufacturing which would be borne directly by the corporate sponsor.

CONCLUSION

Staff recommend supporting the street banner sponsorship initiative as proposed by Telos Technologies. As presented, the Telos proposal supports the existing street banner sponsorship Policy #7703 for the provision of street banners outside of the City Centre, and also complements Richmond's past practise of working in partnership with the community and business for beautification efforts.

The Telos proposal supports the recycling of used street banners from previous year's banner competitions and would also add improvements to an existing gateway to Richmond that is outside the City Centre.

If approved, the benefits of the proposal include the direct financial contribution of monies to the existing corporate street banner program, and also the provision of additional street banner hardware to the City.



Mike Redpath  
Manager, Parks Administration and Programs

August 3, 2001

Mike Redpath  
Manager Parks Admin. & Program  
City Operations Yard  
5599 Lynas Lane.  
Richmond B.C.  
V7C5B2

Dear Mr. Redpath,

TELOS Technology, headquartered in Richmond, British Columbia, develops and supplies wireless telecommunications systems worldwide. TELOS is at the forefront of the wireless revolution. With a solid track record of successful development and deployment of advanced wireless communication technologies, TELOS is enabling operators worldwide to transition smoothly to high-performance, next-generation wireless networks.


Starting with a staff of four in 1994, TELOS Technology has grown to 170 employees with offices worldwide. We have now outgrown our present facilities in Richmond, B.C. and will be moving all our Richmond staff to a new 35,000 square foot facility just down the road. For this move, we have decided to hold a Grand Opening event to celebrate our company's success.

TELOS Technology is interested in sponsoring banners outside of the city center on Cambie road. We want to make this contribution because we would like to enhance the beauty of the city. We believe that the banners will be a nice visual effect for commuters along Cambie. Since the banners will include our company logo and company name this will attract attention and recognition to our company in the surrounding area. We would like to have the banners displayed before September 15, 2001, so that they would compliment our Grand Opening.

Please let me know if you will be able to accommodate on the request. I may be reached at 604-276-0055

Thank you.

Sincerely,



Kelliane Ko  
Marketing Assistant  
TELOS Technology

Encl.

# TELOS

TECHNOLOGY

TELOS is at the forefront of the wireless revolution. With a solid track record of successful development and deployment of advanced wireless communication technologies, TELOS is enabling operators worldwide to transition smoothly to high-performance, next-generation wireless networks.

TELOS Technology, Inc. was founded in 1994 with a vision to create advanced, scalable wireless systems. With this singular vision in mind, the company has stayed focused on implementing products using an architecture that is flexible, modular and full-featured, while remaining economical and reliable. This unique design allows TELOS to build systems that can adapt and evolve with new technologies, giving it a significant advantage in building next-generation telecommunications systems.

Today, TELOS is leading the evolution to third generation (3G) wireless networks, delivering key components needed to build the network of the future.

These include:

- SoftSwitch supporting heterogeneous (TDM and packet) networks for 2G, 2.5G and 3G wireless technology.
- Enterprise Networks that provide wireless freedom to enterprise users while providing unparalleled business opportunities for wireless operators.
- Feature Servers which provide a platform for value-added services including voicemail, prepaid, group callings and lawful intercept.

TELOS is engineering the evolution of wireless telecommunications technology. With the company's global customer base and its OEM partnerships, TELOS can offer a single source for all wireless technology solutions.

[www.telostechnology.com](http://www.telostechnology.com)



## **APPLICATION FOR RICHMOND CITY BANNER SPONSORSHIP PROGRAM**

TELOS Technology is a wireless telecommunications company with Canadian operations based in Richmond. Over the past 7 years, TELOS has witnessed dramatic changes in Richmond. Coinciding with the growth of the city, we have now outgrown our present facilities and will be moving all our Richmond staff to a new 35,000 square foot facility on Jacombs Road. We are interested in sponsoring the City Banner program, and beautifying the area near our new building. This is in coordination with our Grand Opening Event, which is scheduled for September 20, 2001.

We would like to sponsor existing banners outside of the city center on Jacombs Rd. These banners would be displayed on the 19 light posts from the base of the connector overpass to Cambie Rd.

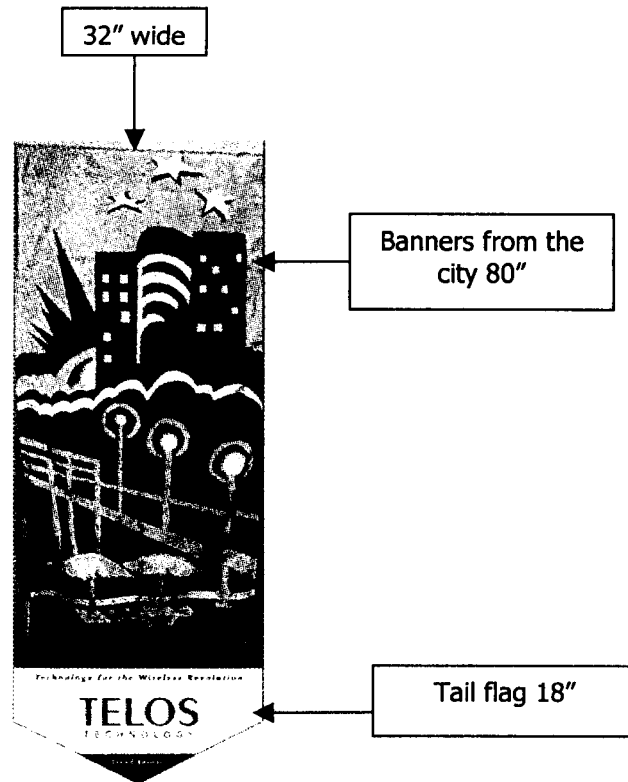
After speaking with Mike Redpath, Manager of Parks Administration & programs, we understand that TELOS can sponsor the banner program for the period of six months to one year, at the cost of \$5000.

Along with this sponsorship, The City of Richmond will install 38 banners in the designated area by Friday, September 14<sup>th</sup> to coincide with our Grand Opening Event. This includes:

1. 38 pieces used banners, namely "2000 Bridge to the Millennium."
2. Hardware for the banners
3. Installation and Dismantling of the banners

Our company logo will appear on the tail flag, which will be sewn onto the existing "2000 Bridge to the Millennium" banners. We understand that the production costs and sewing of the tail flags are solely TELOS' responsibility. We will send the template of our tail flag design to the printers once council has approved our request. Refer to Diagram 1.

Diagram 1.) 2000 Bridge to the Millennium



As we have discussed with Mr. Redpath, it is critical to TELOS Grand Opening plans that the installation of the banners be completed by September 14<sup>th</sup>. We have received the commitment from the printing company for producing and sewing the tail flags by 3 business days. In conversation with Mr. Redpath, he indicated that once council has approved the proposal the process of the installing the completed banners would commence and the banners would be installed by September 14<sup>th</sup>.

We are anxiously waiting for City Council's approval on this sponsorship proposal, and given the tight time frames of this project, we have outlined a timetable as following.





**TIMELINE**

- Monday, July 30<sup>th</sup> → Mike Redpath will send TELOS the Sponsorship quotation.
- Friday, August 3<sup>rd</sup> → TELOS submits official application for the Sponsorship program.
- Monday, August 27<sup>th</sup> → Richmond Council Meeting-pending approval for our sponsorship.
- Monday, September 3<sup>rd</sup> → Have tail flags printed.  
Have banners brought to City Parks.
- Friday, September 14<sup>th</sup> → Installation of hardware and banners completed by this date.

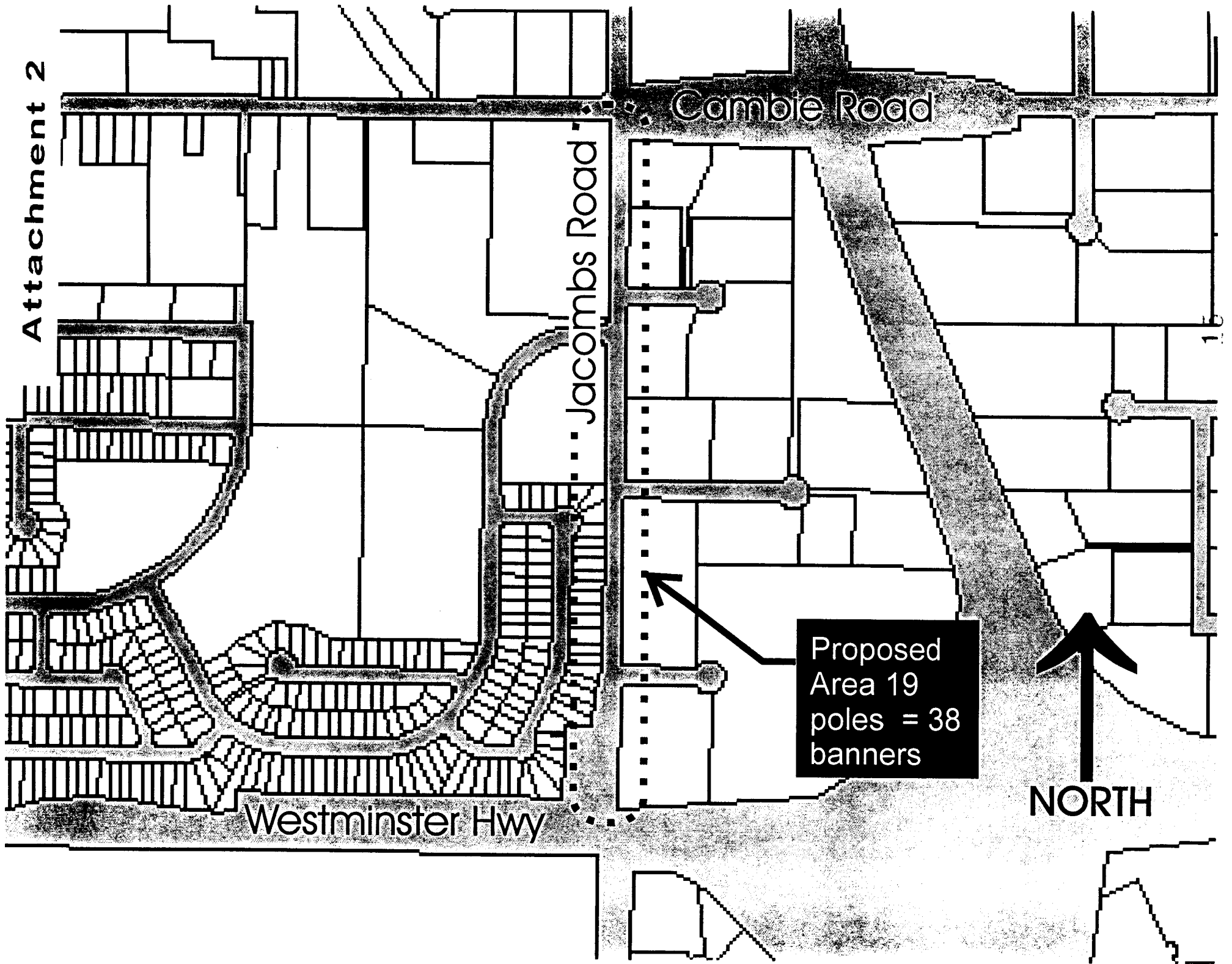
Please consider our application for the Banner sponsorship program, for TELOS is anticipating your approval. Thank you.



*Technology for the Wireless Revolution*

**TELOS**  
TECHNOLOGY

*Proud Sponsor*



Cambie Road

Jacobcs Road

Westminister Hwy

Proposed Area 19 poles = 38 banners

NORTH



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Adopted by Council: June 22/98

**POLICY 7703**

File Ref: 6360-00

**STREET BANNERS - SPONSORSHIP**

## **POLICY 7703:**

It is Council policy that the following shall be considered the City's policy on sponsorship of Street Banners, and such policy shall be reviewed on an annual basis:

### 1. ***Who May Apply***

Any interested party may apply to sponsor street banners although the City reserves the right to refuse any application.

### 2. ***Selection & Review***

Applicants will apply to the City with their proposals indicating which banners and the number of banners they wish to sponsor, including banner designs if applicable. Staff will review submissions and forward appropriate applications to Council for approval. In the event there are conflicting applications for sponsoring street banners, staff recommend that the City review the applications on a first-come, first-served basis and reserve the right to refuse any application. The City will also reserve the right to limit the number of banners one applicant can sponsor at one time, and reserve the right to limit the length of time a promotional banner can be displayed. Each successful application should be reviewed at the end of the previously-agreed-upon sponsorship period.

### 3. ***Type of Sponsor Recognition***

In exchange for sponsorship money, sponsors will have their name printed on community banners, or on a sponsorship flag affixed at the bottom of community banners.

### 4. ***Banner Location***

#### **City Centre**

Applicants may request specific locations for the placement of their sponsored banners. The winning street banners from the annual Richmond Street Banner Contest will be used for all areas within City Centre. The number and location of community banners which will have sponsors' names imprinted on them, or sponsorship flags, will be determined when applications are reviewed by staff.



## **Outside City Centre**

For banner displays in other areas outside City Centre, consideration will be based in part on:

- (a) how banners will contribute to and enhance the distinct character of the area;
- (b) whether display of the banners is consistent throughout the area; and,
- (c) the geographic coverage proposed by the applicant being satisfactory to the City.

### 5. ***Design***

#### **City Centre Banners**

For the community banners submitted through the Richmond Street Banner Contest, the sponsors' name would appear on the banner in a type face, size, and location consistent with standards established by the City.

#### **Banners Outside City Centre**

Richmond Street Banner Contest winners will not be used for areas outside the City Centre. Banners from previous years, non-award-winning banner designs from the Contest or banners of a different design altogether may be used outside the City Centre. Designs would be approved by Council.

### 6. ***Cost to Sponsor***

Interested sponsors would be responsible for the cost of manufacturing, installing, and removing banners, and providing hardware--if not already in place--and removing and replacing hardware and banners which are damaged.

(Community Services Division)