

Engagement	Collateral Utilization	Value (000's)
Advertising	<ul style="list-style-type: none"> <li>• Based on environmental scan the City is in a good position to leverage advertising dollars associated to both Static and Digital advertising on City owned land – this could net the City upwards of \$450-650K annually based on approx. 15-20 sites</li> <li>• Expansion of the Digital Display pilot program currently underway in the Farmers Market to Municipal arenas and recreation facilities could add create an addition \$100-150K in revenue</li> <li>• Expansion of Digital Display pilot on HSR fleet could increase annual revenue by \$50K in 2015 increasing further trough 2016</li> </ul>	\$600 - 850K Revenue
General Sponsorships	<ul style="list-style-type: none"> <li>• Working with numerous private sector interests (large community organization in addition to National corporations), sponsorships were secured that support programming (i.e., Canada Day, Animal Services)</li> </ul>	\$100K Revenue / \$50K In-Kind
Other Opportunities	<ul style="list-style-type: none"> <li>• Efficient investment of Municipal short term holdings to higher interest accounts would increase profitability of these funds by 500K (based on \$60M of holdings)</li> <li>• As our revenue recovery efforts are expanded this could increase revenues by an additional \$100K</li> <li>• We are currently working with Enforcement, Tax and other departments regarding options to more efficiently collect on delinquent fines – this effort could yield between \$200-\$350K</li> <li>• There are a number of other programs underway, however the revenue impact is not yet understood, b as these opportunities are executed upon revenues would receive additional incremental increases</li> </ul>	\$800 - \$950K Revenue