



**EMBARC Bus Shelter Advertising**  
**MAPS 4 Citizens Advisory Board**  
January 5, 2023



## Street Furniture Advertising Agreement (Current)

- EMBARK receives 55% of revenue for COTPA/CITY owned bus shelters
  - Tyler installs, maintains and repairs all shelters
  - EMBARK empties trash at all shelters
- Tyler receives 90% of revenue for all Tyler owned benches and shelters
  - Tyler installs, maintains and repairs all benches and shelters
- EMBARK receives approximately \$110,000 annually in advertising revenue



## Revenue and Operating Impact of 500 New Shelters

- Shelters will replace benches with advertising
- EMBARK's shelter supplies and replacement parts costs will increase
- EMBARK's labor costs for removing trash will increase
- Cost for maintaining and repairing shelters will increase (EMBARC or Tyler)



## 500 New Shelters Impact to Street Furniture Advertising Revenue

<i>Revenue</i>	<i>Total Revenue</i>	<i>EMBARC (55%)</i>	<i>Tyler (45%)</i>
Shelter Revenue (+500)	882,576	485,417	397,159
Bench Revenue (-500)	<u>(379,008)</u>	<u>(37,901)</u>	<u>(341,107)</u>
Total New Revenue	503,568	447,516	56,052
<i>Expense</i>	<i>EMBARC</i>		
Shelter Supplies (EMBARC)	464,284		
Trash, Cleaning, Maintenance & Repair (EMBARC)	<u>1,360,502</u>		
	1,824,786		
Net Impact	(1,377,270)		



# EMBARK



## EMBARK Bus Shelter Advertising – MAPS 4 Connectivity Subcommittee

January 3, 2023