Smart City Kiosks Q&A

Q 1: What percentage of the screen time on the kiosks will be dedicated to large national and regional advertisers (businesses over 50 employees) vs. small advertisers purchasing ad time under the small business package (businesses under 50 employees) vs. the screen time the City itself will have to publish its own general City content?

> A: During the initial Q&A discussions small businesses were defined as those with under 50 employees. Upon further review the threshold has been redefined as small independent businesses with 25 or fewer employees. City content, including local small independent business content/advertising, will occupy approximately 60% of the digital loop inventory. Approximately 40% of digital loop screen time will be dedicated to national, regional advertisers. Each showing (or impression) is displayed on the full screen for 10 seconds. A small business owner who purchases time on the digital screen network will also receive placement on the opening interactive page (the NOW section). Further, let's say the SB owner has a restaurant, his/her post will automatically appear in the restaurant section of the interactive experience. The owner's restaurant post will be sorted based on distance from the kiosk and will be guaranteed placement in the restaurant section for the length of his campaign period.

Q 2: How is screen time allocated during a 24 hour period between national/large advertisers and City content and small business content? Does one party get the prime time spots over the other or is it on a random rotation over the 24 hour period? [For example, the City does not want a situation where its own content and the content of the small business's ads are only displayed on off hours such as between 12 am - 6 am but the national ads are displayed during prime time hours such as between 6 am - 11 pm.]

> A: There is no prioritization to larger advertisers vs small businesses. They will all be placed into the digital loop with no prioritization. The only difference is the number of ad messages and number of weeks/months an advertiser purchases. This will be determined by the plan each participant purchases.

Q 3: How will the proposed kiosks help downtown businesses? For example, will there be opportunities for downtown businesses to take priority with advertising.

> A: Kiosks and the mobile app will provide advertising opportunities for downtown businesses. The kiosks are considered "virtual visitors centers" (or as SCM refers to them, "a community bulletin board"). Downtown special events will also be promoted as well as wayfinding and other relevant information about downtown and its businesses. 60% of the time allotted to the kiosks (on the digital loop) will be devoted to City and local/small business advertisements. All ads are in a random rotation and no one company gets priority over another.

Q 4: How do we (Smart City Media & City of Aurora) best address the fears of small businesses that are concerned they do not have the financial means to advertise and are worried that large national and regional advertisers will be able to afford the ads to the detriment of the small businesses with which they are in direct competition? How have SCM or other Cities addressed this concern?

A: The objective of the small business program is to allow the small business owner the opportunity to participate on the network in an efficient and effective manner. As stated, the small business owner can get on the network screens for no cost. They will just have less messages on screen than paid businesses. Also, SCM offers category exclusivity to national, regional advertisements when they sign on to the network. For example, if McDonald's signs on the network for 4-weeks, CityPost will not accept Burger King, Wendy's or other fast food chains during that same 4-week period.

Q 5: Will kiosk advertising be open to all businesses?

A: Yes, other than preventing certain content that violates their ad rules such as political ads, lewd content, etc. SCM does not preclude any one company or type of company from advertising on their kiosks both at the local and national/regional level.

Q 6: Who gets priority with the advertising?

A: See answers to Q2 and Q3.

Q 7: How will advertising be vetted?

A: Smart City Media has the primary responsibility of vetting individual advertisers and ad campaigns & postings. In the contract, the City has some ability to review and deny some content, however, the day to day responsibility falls to Smart City Media.

Q 8: Will advertising be in line with a "shop local" downtown?

A: Yes; see answers to Q3 and Q4. City will also promote the annual national "shop local" campaign through the kiosks and app as well.

Q 9: How do the kiosks fit into the updated master plan?

A: There are a number of aspects of the master plan that are in alignment with the kiosks including wayfinding, economic development, bike sharing and other public transportation, etc. promoting downtown as a destination.

Q 10: How do the kiosks fit with future wayfinding, or future kiosks owned by Aurora Downtown?

A: Wayfinding is a major component of both the kiosk functionality and the mobile application which is also included. In addition, the kiosks can provide information regarding various modes of public transportation within the City from Pace buses to City trolleys to Metra trains, etc. Placement of future kiosks owned by the City or others, ads from other companies outside the radius of the Smart City Media kiosks would not be precluded in the downtown.

Q 11: Aurora Downtown supports the updated master plan that emphasizes an arts and culture forward downtown. How are Smart City kiosks in line with this vision?

A: Content promoting City sponsored art, music and all cultural events will be displayed both on screen time as public service announcements/notifications and as additional content within the kiosks' apps and on the mobile app under headings such as "Events" or "What's

Happening in Aurora", etc. This includes digital messaging and videos to promote these events.

Q 12: Will Aurora Downtown be able to use the kiosks for upcoming events, wayfinding, and downtown business specials? Is there a cost?

A: Yes, Aurora Downtown events will be included with the 60% at no cost. There is no charge for wayfinding. Individual business events and specials could either be free depending on ad space availability or at cost as part of the small business packages offered by SCM.

Q 13: There are currently three poster kiosks in downtown that the Paramount Theatre maintains. Will these remain?

A: Yes.

Q 14: What is the environmental impact of the kiosks?

A: The units have a relatively low power consumption and have minimal environmental impact. There is the ability to dim the screens at night to reduce energy consumption and light pollution.

Q 15: Aurora Downtown has previously noted that kiosks could be beneficial at parking garages, Waubonsee College, and other downtown attractions. How were the suggested locations chosen?

A: In selecting Phase I locations, high pedestrian and vehicle traffic areas were sought out as this is part of the requirement for cost recovery on the capital outlay by Smart City Media. Assuming these locations are successful as projected, future Phase II locations may be expanded to include parking garages, Waubonsee College, and multiple additional downtown attractions. Input was solicited from SCM, the Mayor and his staff, ACCA staff, as well as other City staff from a number of departments and divisions.

Q 16: An app is part of the kiosks; will push notifications be available to other entities?

A: Yes. Push notifications are linked to the use of mobile beacons and the mobile app both of which require voluntary participation by both local businesses and the public.

Q 17: Will the Fox Walk overlay committee need to approve the kiosks?

A: No. A Fox Walk COA permit issued by Building & Permits is required.

Q 18: Who maintains the kiosks? Will there be a point person (with the city or Smart City)?

A: Kiosks are maintained solely by Smart City Media. The City will appoint Clayton Muhammad, the Director of Communications as the City's point person.

Q 19: In regards to the pricing for Aurora's local businesses; the City needs more details on the pricing models for all businesses small, medium and large but especially pricing under the small business package. This needs to be pricing specifically as it relates to the ad costs for

City of Aurora's businesses and the proposed 8 phase I kiosks not sample pricing for another City.

A: With respect to the "small business package pricing" for the City of Aurora, the table below shows the initial per week costs to match the number of screens for Aurora.

Aurora Package:

Campaign Length	# Screens	# of Ads Shown	Cost
12 Weeks	16	181,440	$ 95 per week
8 Weeks	16	120,960	$110 per week
4 Weeks	16	60,480	$125 per week

*approximately $0.08 cents per showing

The City's proposal is less in cost than the current package offered to Louisville which was previously shown as an example only of what SCM offers to small businesses.

Louisville Package:

Campaign Length	# Screens	# of Ads Shown	Cost
12 Weeks	20	126,000	$175 per week
8 Weeks	20	84,000	$200 per week
4 Weeks	20	42,000	$250 per week

● Approximately $0.02 cents per showing

Q 20: Is there a lower tier for the very smallest companies? Because the City wants to use this as a tool to help grow our small businesses, it would be helpful if there is package that accounts for the really small ones.

A: We are discussing possible campaigns shorter in length than 4 weeks. We are also discussing other possible start up incentives as well.

Q 21: Does the city have a similar deal? What is the cost?

A: The City has the ability to post content to the kiosks at no cost to the City.

Q 22: Where will the possible revenue go? Will it go into SSA #One or other downtown initiatives?

A: The City cannot currently commit the revenues from the kiosks to the SSA or other downtown initiatives, however, it would consider doing so depending on the success of the program. In general the kiosks themselves are intended to benefit the downtown businesses by drawing attention to the downtown and by providing additional avenues for local businesses to advertise and/or be listed in the kiosks' list of Aurora businesses.