Feb 18, 2013

Standing Policy Committee on Property and Development
City of Winnipeg
510 Main Street
Winnipeg, MB R3B 1B9

Attention: Committee Clerk

Dear Sir,

Re: Digital Sign and Billboard Fees Report

Pattison Outdoor Advertising and CBS Outdoor Canada would like to thank the Winnipeg Public Service for their work in preparing this report. We appreciated the opportunity provided to the industry to share information in order to formulate an appropriate tax structure. We would also like to thank the members of the Committee for allowing this process to take place.

Although the recommended tax rates are lower than the original rates brought forward in November 2012, the rates are still more than double the current rates in place for static billboards and exceptionally high for digital products. As such, please rcognize that these costs will need to be shared with our clients and property owners.

However, we are prepared to accept the recommendations as proposed. We would appreciate though that consideration be given considering the substantial increases, if the new tax rates could be implemented on July 1, 2013 instead of April 1, 2013.

Regards,



Doug Forsyth
Director of Municipal Affairs, Prairie Region
Pattison Outdoor Advertising

cc. Phoebe Bosc, CBS Outdoor Canada