



# Advertising Program and Revenues

John Zinzarella • January 18, 2022 Board Meeting

- October 2021
  - Suspension of Program
    - Due to judicial challenges
    - No new advertising contracts or graphic changes following suspension
    - Existing contracts will continue provided customers continue to pay
    - Expired contracts can continue on a month-to-month basis provided customers continue to pay
    - GRTC will remove advertisements for non-paying customers following notice
- Current
  - Advertising Policy Review and Reimplementation
    - Comprehensive review and recommendations will be brought to Board for review and implementation



# Advertising Revenues

## Invoiced Fiscal 2022 YTD

	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Total	Outstanding Balance
12 Gate Fringes		300.00						\$ 300	
Better Homes and Garden Real Estate	750.00	750.00	1,330.00	750.00	750.00			4,330	
Central VA Legal Aid Society				580.00	580.00			1,160	
Chicken Fiesta	2,000.00	2,000.00	2,000.00	2,000.00	2,000.00	2,000.00	2,000.00	14,000	2,000
Computerology				225.00	225.00	225.00	225.00	900	225
Dept. of Public Utilities					2,710.00			2,710	
Drive-To-Work	950.00		950.00	950.00				2,850	
George Nice and Sons	250.00	250.00						500	
IRIE VIBES JAMAICAN RESTAURANT	390.00	390.00	390.00	390.00	390.00			1,950	1,170
Jay Slagle	30.00	30.00	30.00	30.00	30.00	30.00		180	
Kids Peace	480.00	240.00						720	240
La Bee da Loca		240.00						240	
Lewis Media Partners				3,000.00				3,000	
Library of Virginia			960.00	960.00	960.00			2,880	960
Marion Marketing Global	170.00	170.00	170.00	170.00	170.00	170.00	170.00	1,190	680
MUMS Kitchen	250.00							250	250
Neathawk Dubuque and Packett	5,000.00							5,000	
Nursing Education Resources	400.00							400	
On Point Transportation PR			400.00	400.00				800	
Optima Health Plan				6,800.00	6,800.00	6,800.00		20,400	13,600
Outselling, Inc. - InnovAge			4,200.00	4,200.00	4,200.00	4,200.00	4,200.00	21,000	8,400
Outselling, Inc. - William Hill		22,275.00	22,275.00	22,275.00	22,275.00	5,568.75		94,669	27,844
Richmond Redevelopment and Housing	1,575.00			333.00	333.00	333.00		2,574	
Servicemaster				1,445.00	1,445.00	1,445.00		4,335	1,445
SMI Hotel Group						400.00		400	
Strong Fit Meals	1,500.00		3,000.00	1,500.00	1,500.00	1,500.00		9,000	7,500
VA Poverty Law Center	250.00	250.00						500	
VCU Institute for Contemporary Art				5,900.00				5,900	
Virginia Relay			6,000.00	6,000.00	6,000.00			18,000	
Visual Arts Center of Richmond		275.00	275.00	275.00				825	
Westminister Canterbury Richmond	1,500.00	1,500.00	1,500.00	9,500.00				14,000	
Williamsville Wellness			695.00	695.00	695.00			2,085	695
Woodfin	1,250.00	1,250.00	1,250.00	1,250.00	1,250.00		1,250.00	7,500	1,250
<b>Total</b>	<b>\$ 16,745</b>	<b>\$ 29,920</b>	<b>\$ 45,425</b>	<b>\$ 69,628</b>	<b>\$ 52,313</b>	<b>\$ 22,672</b>	<b>\$ 7,845</b>	<b>\$ 244,548</b>	<b>\$ 66,259</b>

- Adopted FY2022 Operating Budget – Advertising Revenues
  - \$605,000
- YTD January 2022 Advertising Revenues Invoiced
  - \$244,548 (Gross Revenue)
  - \$66,960 Advertising Commission Expense (Media Transit)
  - Net \$177,588
  - Forecasted Residual Revenue per month \$3k - \$5k per month
- YTD January 2022 VCU/Bon Secours Naming Revenue
  - \$35,416 per month
  - \$425,000 per year
- FY2022 Advertising Revenues Outlook – at to slightly favorable to the Adopted Budget amount