

# Why This Application Should Be Approved <sup>CNCL-24-88</sup>

Dear Members of Council,

I am writing to express my request for approval for the permit application to install a digital billboard at 142 Athol St. As a landlord of 7 small businesses, I have experienced firsthand the challenges of reaching potential customers through traditional advertising methods in helping my tenants succeed in their advertising needs.

Our Digital billboards offer cost-effective and dynamic advertising solutions that can significantly benefit small businesses in our community. Here are several reasons why the approval of this digital billboard permit would be advantageous:

1. **Mom-and-Pop Small Business:** We are your mom-and-pop advertising company, providing personalized, hands-on service for low prices and more cost-effective advertising solutions. Clients speak directly with me, not a salesperson 3 levels down, ensuring the needs of each individual small business.
2. **Not Your Average Big Box Agency:** Eye Candy Ads is not your typical “Big Box Billboard Company”. I choose to work with small businesses and services and help excel their advertising needs. As the VP of Marketing for a Board of Trade, I understand the wants and needs of small business marketing and advertising.
3. **Free Advertising:** Unlike traditional billboard companies, I offer free advertising to art groups, Not-for-profits and charitable organizations. Our landlord The Canadian Corps is one of those groups that will benefit from free advertising for their events, fund raising, and awareness.
4. **Support for Local Economy:** By providing affordable advertising options, digital billboards can help stimulate the local economy. Small businesses are the backbone of our community, and their success contributes to job creation, economic growth, and the overall well-being of Oshawa. Encouraging and supporting their marketing efforts through accessible advertising channels is essential.

In addition to these points, it is important to recognize the specific needs of small businesses in Oshawa. Many small businesses operate with limited marketing budgets and face significant challenges in competing with larger companies that have more substantial advertising resources. Digital billboards provide an opportunity for these businesses to access high-impact advertising at a fraction of the cost of other mediums. This democratization of advertising space ensures that all businesses, regardless of size, have a fair chance to succeed.

Thank you for your time and consideration. I am confident that this initiative will contribute to the growth and prosperity of Oshawa’s small business sector.

Sincerely,

Mark Snaper

Eye Candy Ads

# Why This Application Should Be Approved

## Georgina Military Museum

26061 Woodbine Ave  
Keswick, ON

June 15, 2024

Dear Mark,

On behalf of the Georgina Military Museum, I want to extend our heartfelt thanks for your generous support in providing us with free advertising on your digital billboard for our biggest event of the year.

Your contribution has significantly boosted our visibility within the community, allowing us to reach a broader audience and share the importance of preserving our military heritage. The increased attendance and enthusiasm we've experienced this year is a testament to the power of your advertising platform.

Your commitment to supporting local non-profits like ours demonstrates a profound dedication to community engagement and cultural preservation. It's partners like Eye Candy Ads that enable us to continue our mission of educating the public and honoring the brave individuals who have served our country.

Thank you once again for your invaluable support. We look forward to working together in the future to promote our shared values and community initiatives.

Warm regards,

Jeff Leggett

President

Georgina Military Museum



### First Digital Billboard in Georgina

June 5, 2024

Eye Candy Ads  
121 Bridge Street  
Bradford, ON, L3Z 3H3

Dear Mark Snaper of Eye Candy Ads

I hope this letter finds you well. I am writing to confirm that there have been no reports of distractions or complaints from anyone in the Town of Georgina regarding your digital billboard.

As a Manager of Municipal Law Enforcement, I am tasked with ensuring that all signage within our community adheres to the regulations and standards set forth by our town. I am pleased to inform you that your digital billboard has consistently met these standards, and we have not received any complaints from residents or visitors. This speaks highly of your company's dedication to creating effective yet unobtrusive advertising.

On a personal note, I must say that I thoroughly enjoy driving by your billboard. It is always a delight to see which local businesses are featured and how creatively they utilize the digital space. Your billboard not only provides a platform for our local businesses to reach a wider audience, but it also adds a vibrant and dynamic element to our town's landscape. It is clear that a great deal of thought and care goes into the content displayed, and this is much appreciated by many in our community, myself included.

Your efforts to maintain high standards in your advertising practices do not go unnoticed. It is encouraging to see a company that values both effectiveness and community impact. Your billboard serves as an excellent example of how modern advertising can integrate seamlessly into our environment without causing undue distraction or concern.

Thank you for your continued cooperation and for being a valuable part of our community. Should you have any questions or require further information, please do not hesitate to contact me.

Best regards,



GEORGINA

Mike Hutchinson  
Manager, Municipal Law Enforcement | Legislative Services  
26557 Civic Centre Rd., Keswick, ON | L4P 3G1  
905-476-4301, ext. 2265 | [georgina.ca](http://georgina.ca)



THE GEORGINA CENTRE  
FOR ARTS AND CULTURE

February 8, 2024

To Whom It May Concern,

This letter is intended to provide support and express gratitude to Eye Candy Ads for their donation of ad space on the electronic billboard North/East of Woodbine and Ravenshoe in Keswick.

The Georgina Centre for Arts and Culture is a non-profit, charitable organization running arts programming in Georgina. With a limited budget, marketing choices are always made with the largest impact possible in mind.

As an arts appreciator, Mark from Eye Candy Ads came to our organization in 2023 offering free space on their electronic billboard. The gallery gratefully accepted and were very impressed with the results. Within a few days of the first ad going up in November 2023, new, unique visitors started to come in because they had seen the eye-catching ad for our Red Show Exhibition as they were travelling through. Some of these visitors did not know the gallery existed and had not planned on visiting, and many were visitors from outside Georgina.

I believe that the billboard draws people off the highways, into the downtown areas of Georgina, and am looking forward to seeing further impact in the summer when cottagers begin travelling that intersection. It is a great way to advertise all that Georgina has to offer alongside the beach and water activities, pushing visitors to businesses and attractions as they are passing through or visiting.

If you have any questions or would like more information about our experiences with advertising on the billboard North/East of Woodbine and Ravenshoe in Keswick, please reach out.

Warm regards,

Christine Arnold  
Executive Director  
Georgina Centre for Arts and Culture

Phone 905-722-9587 Email [christine@thegcac.ca](mailto:christine@thegcac.ca)  
149 High Street, Sutton, On, L0E 1R0



March 5, 2024

Eye Candy Electronic Billboards

To whom it may concern,

This letter is to acknowledge the outstanding support that Mark Snaper and Eye Candy Ads has provided United Way Simcoe Muskoka in our promotion of community events since 2021.

We were generously provided free space on the electronic billboards for Coldest Night of the Year promotions for 3 months of each year for the last 3 years of events. The same was also offered for a youth mental health screening event in 2022. This free promotion in the prominent spaces it was offered was integral in making people aware of the events and helping us raise over \$180 000 for services in Bradford since 2021.

We are very grateful for the support of Eye Candy Ads. Their generous in-kind sponsorship of charities such as ours makes a difference in our community!

Sincerely,

Rosi Martin  
Relationship Manager - Events/Engagement