

EMERALD SKY: RELATED PREVIOUS EXPERIENCE – OUTDOOR ADVERTISING

<u>CLIENT</u>	<u>NAME OF PROJECT</u>	<u>RESPONSIBILITIES</u>	<u>PERIOD</u>	<u>PROJECT VALUE</u>
Different Private Clients Rene Hedley – Epic Outdoor 083 306 0468; Derek Hardy - BrandIQ 084 516 7074; Imtiaz Adrus – CitiMedia 082 977 7679; Henk Smith - Insight 082 928 8358; Andile Fandese - Primedia 073 073 7223 or Volk Delport - Primedia 082 893 6611; Warren Brosnihan – NAD/It'sTime 072 798 9314 More names can be provided.	Road Safety Impact Studies for Electronic Advertising Signs Outdoor Advertising – determine Legal Acceptable and Workable Locations. Assistance with submission of Applications to Municipalities	Analysis, investigation, site survey, site analyses and Compile Report and Site Plans for more than 40 different sites owned by Private Companies, throughout Pretoria and Johannesburg areas, to determine the Road Safety Impact to install/convert Electronic Signs vs. Existing previously approved Static Billboards. Identify legally correct and workable locations for billboards and electronic signs, Consultation with Municipalities; Outdoor Advertising Applications: preparation on behalf of Applicants (different Private Industry Companies eg. Primedia, BrandIQ, M&T Development, NAD, Insight Outdoor, OutdoorCo) to different Authorities / Municipalities	JANUARY 2016 TO CURRENT	R500,000
Greater Knysna Municipality: Mr Hennie Smith (044) 302 6301 / 302 6319 078 893 9995 hsmith@knysna.gov.za	<u>Public Signage Master Plan for the Greater Knysna</u>	- Survey specific areas to determine feasibility, location and potential sites for public outdoor advertising signage (street furniture) - Develop Plans indicating type and location for signage - Develop signage concepts and designs - Compile Master Plan / Model / Manual for Public signage criteria and concepts, including the Plans, Concepts and Design of signage - Prepare ArcGIS data to be entered on Knysna GIS	MAY TO JUNE 2019	R156,000
Mangaung Metro Municipality: Mr Tilfred Mabuza (051) 405 8231 082 412 4458 Tilfred.Mabuza@mangaung.co.za	<u>Outdoor Advertising Master Plan</u>	- Design and Development of Thematic Signage Zones. Categorise areas of control. - Develop Pricing Valuation Model. - Design and Develop Street Furniture Concepts. - Implementation Plan.	APRIL TO MAY 2018	R96,000

Ekurhuleni Metropolitan Municipality (EMM): (Sub-Consultants for GANT Project Managers) Ms Cheryl du Toit (011) 999 3683 082 376 9533 Cheryl.dutoit@ekurhuleni.gov.za GANT: Mr Pieter Cloete 082 575 1741	Assistance to EMM to Generate Income from Outdoor Advertising, Prepare Documents and Manage the Function	- Identify locations for 128 Industrial Stack Sign Sites in all industrial areas throughout EMM (legally correct located), Include sites in EMM GIS system with all attributes, Compile a GIS based site plan for each sign, Compile Technical Specifications and Pricing Schedule for Bid Document, Compile Evaluation Criteria for Tender; - Survey and assess 51 Taxi Ranks (EMM owned) for existing advertising on ranks to determine legality and EMM's potential income from signs, Compile a GIS based detailed site plan for each rank indicating all existing signs, Compile Technical Specifications and Pricing Schedule for Bid Document for removal of illegal signs, Compile Evaluation Criteria for Tender; Investigate and propose advertising opportunities on ranks to generate income for EMM; - For 4 Advertising Mediums: Street Name Signs, Suburb Name Signs, Litterbins, Commercial Street Light Pole Ads: Compile Technical Specifications and Pricing Schedule for Bid Documents, Compile Evaluation Criteria for Tender.	MAY 2016 TO JANUARY 2017	R450,000
Nkangala DM: Ms Andiswa Thwala (013) 249 2196 thwalaan@nkangaladm.gov.za	Develop an Outdoor Advertising Model, Master Plan and Bylaws:	Survey all billboards in the total Nkangala DM area. Develop Advertising Signage Model and Master Plan to create opportunities for the market and NDM to advertise and market the area. Compilation of Policy, Bylaws and Tariff Structure. Public participation and promulgation process with NDM.	SEPTEMBER 2015 TO MARCH 2016	R380,000
City of Cape Town: Mr Stanley Visser 084 554 5785 Stanley.Visser@capetown.gov.za	Atlantis Industrial Area: Development of a Signage Master Plan	Atlantis Industrial Area: Development of a Signage Master Plan / Signage Strategy and Implementation Plan for the area to market and identify the area, attract tourist and create a 'sense of place' through signage, advertising and road signs.	MAY TO JUNE 2015	R160,000
uThukela DM (Ladysmith, Kwa-Zulu Natal) Mr Clive van Niekerk 082 801 1858 (036) 638 2400 clive@uthukeladm.co.za	Identification of locations for Welcoming signs and Billboards for the DM..	Identification of locations for Welcoming signs and Billboards for the DM. Develop Ideas and Concept Designs for the construction of the signage. Compilation, Facilitation and Submission of applications to relevant Authorities, on their behalf.	JANUARY TO APRIL 2015	R30,000

Ekurhuleni Metropolitan Municipality (EMM) Ms Cheryl du Toit (011) 999 3683 082 376 9533 Cheryl.dutoit@ekurhuleni.gov.za	<u>Assistance with the full outdoor advertising function</u>	• Assistance with all outdoor advertising related studies, investigations, applications; Policy and Bylaw aspects and editing thereof; Tender Compilations and Tender Evaluations; new media evaluations; • Survey and Audit of 7500 outdoor advertising signs along all Class 1, 2 and 3 roads, compile detailed database, spreadsheet and a report sheet per sign of all surveyed signs, determine legality - audit, log these 7500 locations on the EMM GIS system with attributes. • Plotting of 700 applications on EMM GIS and scanning of reports linked to these 700 applications on GIS. • Identify available locations for Billboards throughout the EMM area in and along major roads. Assist EMM to determine internal ways and means, criteria and policy on income generation through outdoor advertising • Prepare approximately 300 applications to be submitted to the EMM Development Planning Department. • Investigate and compile Role Clarifications Strategy and Model in the Municipality's structure. • Compile Procedural Guidelines and Model for Processes and Internal Policies for the Outdoor Advertising Department..	DECEMBER 2011 TO JUNE 2014	R1,500,000 (2.5 years for total function)
SANRAL: Eastern Region: <u>Kwa-Zulu Natal</u> and Free State SANRAL: Northern Region: Gauteng, Mpumalanga, Limpopo, NW Provinces; SANRAL: Ms Henriette Jenkins - 061 6471184 (012) 426 6200 <u>Kwa-Zulu Natal:</u> Ms Busi Mlambo / Lerato (033) 392 8100 Busi: 083 447 1388 mlambob@nra.co.za Southern Region: Eastern Cape: Lidelani (041) 398 3200	<u>Managing the advertising function and general assistance with all outdoor advertising aspects</u>	• Survey, logging and compilation of maps for all existing advertising signs and road signs along National roads; • Legal Audit; • Evaluation of advertising applications; • Professional assistance to SANRAL on all outdoor advertising aspects, correspondence and meetings with industry. • Consultation with the applicants, assistance and advice to SANRAL regarding outdoor advertising along all National roads.	AUGUST 2000 TO DECEMBER 2004 <u>AND:</u> JANUARY 2008 TO JANUARY 2011 <u>AND RENEWED:</u> JANUARY 2011 TO JULY 2014 <u>AND:</u> Ad-HOC ASSISTANCE THEREAFTER	<u>Over 3 years:</u> R1,600,000 (past 3 years)
City of Tshwane Mr C Petersen, Ms Virginia Mdluli (012) 358 8035 082 856 1933 clydep@tshwane.gov.za VirginiaM@tshwane.gov.za	Surveying and Legal and Financial Audit (work from application files at CoT) of existing high impact outdoor advertising signs in the Northern Region	Surveying and Legal and Financial Audit (work from application files at CoT) of existing high impact outdoor advertising signs in the Northern Region; identifying the sign in type, in size and position; plotting of data points on CoT GIS system and linked on GIS to all attributes that was surveyed, full reporting with database and photos	MAY 2011 TO JULY 2011	R210,000

SANRAL: Southern Region Lindelani (041) 398 3200	Surveying and Audit (Legality) of all outdoor advertising signs along all National Roads in the Eastern Cape (approximately 2500km of national roads in the Eastern Cape, urban and rural areas)	- Surveying and Audit (Legality) of all outdoor advertising signs along all National Roads in the Eastern Cape (approximately 2500km of national roads in the Eastern Cape, urban and rural areas), as well as road signs influencing these advertising signs, and demarcation of the areas of control for outdoor advertising control purposes. - Compilation of detailed database and maps with location of signs, photos of signs, legal status and size of each sign.	OCTOBER 2010 TO APRIL 2011	R350,000
Ekurhuleni Metropolitan Municipality Ms Cheryl du Toit (011) 999 3683 082 376 9533 Cheryl.dutoit@ekurhuleni.gov.za	<u>Assistance with all outdoor advertising related studies</u>	Assistance with all outdoor advertising related studies, investigations, applications and Policy aspects; Compilation of By-laws; Editing of Policy; Tender Compilations and Tender Evaluations; Evaluation of 300 backlog advertising applications, including site visits, site layout drawings and measurements; new media evaluations; Survey and Audit of billboards along the R21 and R24 before the 2010 World Cup. Determine Legality. Log these locations on the EMM GIS system. Compile database, spreadsheet and a report sheet per sign.	JANUARY 2008 TO JUNE 2010	R3,000,000 (2.5 years for total function)
Greater Tubatse Local Municipality Mr M L Komane 082 339 8013	Policy and Bylaws on Outdoor Advertising, Compilation of an Advertising Model and Master Plan	Survey of the Greater Tubatse area to determine available locations for advertising signs for the Municipality to utilize. Compilation of a Policy and Bylaws on Outdoor Advertising. Compilation of an Advertising Model and Master Plan for the implementation of Advertising signs in road reserves, with concept designs for the construction of the signage, to generate income for GTLM.	NOVEMBER 2006 TO JUNE 2007	R180,000
Mbombela Local Municipality Ms Liezl van Niekerk / Klasie Human (013) 759 2312 083 633 3999	Survey and audit, Development of GIS Management system, Compilation of Policy, 2010 World Cup - Inventory	- Survey and audit of billboards and road signs - Development of GIS Management system to Map the locations of the surveyed signs - Compilation of Policy on Billboards inside the road reserve 2010 World Cup - Inventory on Advertising Signs and setting of Criteria and Standards.	DECEMBER 2006 TO JUNE 2007	R220,000
City of Windhoek Mr C Ramothibe +26461 290 2284	Survey and legal audit.. Develop database. Compile Policy and By-Laws	- Survey and legal audit of all billboards. - Develop database. - Compile Policy and By-Laws, Standards and Criteria for outdoor advertising.	MAY 2006 TO AUGUST 2006	R250,000
Johannesburg Property Company Mr Mashilo Pitjeng Ms Nandi Muvuso (011) 339 2700 / 083 532 0123	Identification of locations for bridge advertising in City of Johannesburg. Compile applications.	Identification of locations for bridge advertising in City of Johannesburg, and compilation and submission of advertising applications to CoJ from JPC.	MARCH 2005 TO MAY 2006	R90,000
City of Tshwane Mr C Petersen, (012) 358 8035 082 856 1933 clydep@tshwane.gov.za	Evaluation of 70 backlog advertisement applications.	Evaluation of 70 backlog advertisement applications, including site visits and final evaluation report.	AUGUST 2004 TO JUNE 2005	R70,000

