

Who is Eye Candy Ads?

Eye Candy Ads is dedicated to making Third Party signage into valuable community assets—think of us as the billboard equivalent of HGTV, but without the dramatic reveals. We proudly support local small businesses and services by providing cost-effective and impactful advertising opportunities. ***Next Slide**

In this particular instance, Eye Candy Ads invested approximately \$25,000 to refurbish an aging sign, ***Next Slide** significantly improving its safety, aesthetics, and overall condition. ***Next Slide** We gave it the makeover it didn't know it needed! ***Next Slide** This revitalization was welcomed enthusiastically by our advertising client, who eagerly renewed their agreement for the full 18-month permit period and expressed a strong interest in extending to the maximum allowable 5-year term.

Admittedly, the primary complaint regarding this sign is from me. Despite our client's monthly payments of approximately \$700, I have personally incurred a loss totaling \$12,400 over the initial 18-month period—proving that no good deed goes unpunished! Stephen Naylor, Director of Growth Management Services, has suggested an extension of our permit would be favorable if certain conditions are met: notably, no public complaints, no cost incurred by the Township, and positive feedback from advertisers.

I've confirmed with the Township's By-law Department that the only feedback received during the initial 18-month period has indeed been my own financial concerns—so, essentially, I've been talking to myself. ***Next Slide**

We are proud to share positive feedback from prominent local business figures. Frank Leo, a highly respected professional in Ontario's real estate community, endorsed our services, stating: "Eye Candy Ads stands out as a cornerstone of our business's growth and vitality in King Township and surrounding areas." ***Next Slide**

Eighteen months ago, King Township Council graciously allowed Eye Candy Ads to serve as a pioneer, introducing the Township's first third-party billboard. We hold similar pioneering roles with digital billboards in Bradford and Georgina. ***Next Slide** Mike Hutchinson, Manager of Municipal Law Enforcement in Georgina, humorously remarked, "On a personal note, I must say that I thoroughly enjoy driving by your billboard. It's always a delight to see which local businesses are featured and how creatively they utilize the digital space." Apparently, billboards can indeed be entertainment! ***Next Slide**

Due to the recent sale of the property hosting our current sign, our lease is limited to a further three-and-a-half years, with no opportunity for extension—giving our billboard a shorter lifespan than a TikTok trend. However, discussions with local businesses, including Mercedes, Head of Member Services for the King Chamber of Commerce, indicate strong community support for future digital billboards. Mercedes enthusiastically expressed her willingness to participate immediately upon approval.

I have also received numerous inquiries and lease agreements from property owners in Oshawa, Bradford, Alliston, Newmarket, and East Gwillimbury, eager to host similar billboards. We are presently finalizing a lease agreement in King Township, close to our current static billboard location, ensuring continued support for local businesses through third-party digital advertising.

Our objective, respectfully (and optimistically!) presented to Council today, is to secure approval for the extension of King Township's first third-party billboard to a total of 5 years, while giving a gentle reminder that Eye Candy Ads would like, in the near future, to apply for a digital billboard for third party, aligning with the Township's progressive business environment. ***Next Slide**

Why choose Eye Candy Ads?

Eye Candy Ads proudly supports Ontario manufacturers, sourcing all static and digital billboards locally. With 19 billboard faces across Ontario, we have introduced pioneering digital billboards to Bradford, downtown Oshawa, Georgina, and potentially East Gwillimbury. King Township—we'd love to add you to our distinguished list! ***Next Slide**

As an award-winning local advertising agency, Eye Candy Ads is deeply committed to community involvement. Within our initial months of operation in King Township, we were honored with nominations for Excellence in Small Business, Entrepreneur of the Year, and People's Choice Awards by the King Chamber of Commerce. Clearly, we're popular—almost as popular as coffee on a Monday morning. ***Next Slide**

Our commitment extends to humanitarian support. For example, when an apartment fire displaced local families in Bradford, we immediately provided free advertising to mobilize community assistance with the officer of Eco Dev. ***Next Slide**

Since the beginning of 2025, we have donated over \$14,000 in free advertising to Bethesda House Women's Shelter, more than \$4,000 to the Georgina Military Museum, approximately \$6,000 to Dreams and Wishes Children's Charity, and over \$9,000 to York/Simcoe United Way. We haven't exactly calculated karma points, but we're hopeful. ***Next Slide**

Why a digital billboard?

The substantial demand we currently experience, particularly during municipal, provincial, and federal election periods, underscores the critical role digital advertising plays in community engagement and local business promotion. It's so popular even politicians love us—and that speaks volumes. ***Next Slide**

We respectfully request your continued support and consideration of Eye Candy Ads' application, which will benefit both local businesses and the community at large. Thank you—and remember, choosing Eye Candy Ads is definitely a sign of good things to come!