



# CONNECTING AURORA, IL



*Randy Beazle*





X8 • 55" Dual-Sided Outdoor Kiosks



X100 • Mobile Beacons



# 10-YR COST STRUCTURE



Cost / Items	Year 1	Year 2	Year 3	Year 4	Year 5	Total Yr 1-5
Hardware - Refresh Yr 6	\$279.5K	\$14.5K	\$14.5K	\$14.5K	\$14.5K	\$337.5K
Install, Permits	\$ 75.2K					\$ 75.2K
Connectivity, Utilities	\$ 13.0K	\$13.0K	\$13.0K	\$ 13.0K	\$ 13.0K	\$ 65.0K
Maintenance	\$ 21.0K	\$21.0K	\$21.0K	\$ 21.0K	\$ 21.0K	\$105.0K
Ship/ Insurance	\$ 14.0K	\$ 4.3K	\$ 4.3K	\$ 4.3K	\$ 4.3K	\$ 31.2K
<b>Total</b>	<b>\$402.7K</b>	<b>\$52.8K</b>	<b>\$52.8K</b>	<b>\$52.8K</b>	<b>\$52.8K</b>	<b>\$613.9K</b>



# 10-YR COST STRUCTURE



Cost / Items	Year 6	Year 7	Year 8	Year 9	Year 10	Total Yr 6-10
Hardware						
Install	\$ 35.0K					\$ 35.0K
Connectivity, Utilities	\$ 13.0K	\$ 13.0K	\$ 13.0K	\$ 13.0K	\$ 13.0K	\$ 65.0K
Maintenance	\$ 21.0K	\$ 21.0K	\$ 21.0K	\$ 21.0K	\$ 21.0K	\$105.0K
Ship/ Insurance	\$ 14.0K	\$ 4.3K	\$ 4.3K	\$ 4.3K	\$ 4.3K	\$ 31.2K
<b>Total</b>	<b>\$ 83.0K</b>	<b>\$ 38.3K</b>	<b>\$ 38.3K</b>	<b>\$ 38.3K</b>	<b>\$ 38.3K</b>	<b>\$236.2K</b>



# 10-YR REVENUE



Revenue	Year 1	Year 2	Year 3	Year 4	Year 5	Total Yr 1-5
National, Regional, Local Advertising 16 Screens	\$250K	\$260K	\$275K	\$290K	\$305K	\$1.4M
Mobile			\$ 40K	\$ 55K	\$ 65K	\$160K
Total	\$250K	\$260K	\$315K	\$345K	\$370K	\$1.6M
*Revenue Share to City (25% Net)	\$ 31.8K	\$34.3K	\$48.1K	\$55.5K	\$61.9K	\$231.6K

\* 1st 5yr expenses of \$613.9k evenly distributed;  
\$122.8/year deducted from revenue. Then 25% applied to Net \$.



# 10-YR REVENUE



Revenue	Year 6	Year 7	Year 8	Year 9	Year 10	Total Yr 6-10
National, Regional, Local Advertising 16 Screens	\$320K	\$335K	\$350K	\$370K	\$390K	\$1.8M
Mobile	\$ 80K	\$ 90K	\$100K	\$110K	\$120K	\$500M
Total	\$400K	\$425K	\$450K	\$480K	\$510K	\$2.3M
*Revenue Share to City (25% Net)	\$88.2K	\$94.4K	\$100.7K	\$108.2K	\$115.7K	\$507.2K

\* Yrs 6-10 expenses of \$236.2K evenly distributed;  
\$47.2k/year deducted from revenue. Then 25% applied  
to Net \$.



# 10-YR Projections

Aurora Smart Media Grid – devices include Interactive Kiosks, dedicated Mobile App and full Mobile Beacon coverage.



Cap/OP Ex - Approx. \$850K

City Cost - ZERO

10 Yr Revenue Share 25% Net = \$738.8

Total 10-Year Revenue includes; National, regional, local ads, mobile ads: \$3.9M





# Financial Projection Qualifiers



Couple of key notes --

\*\*\*This is rough, so use only to benchmark.

\*\*\*It shows gross revenue projections, prior to any revenue share with city, financing entity, location partner. Media sales commission has already been deducted from revenue projections.

\*\*\*It does not assume major contract conflicts for deployment - (we normally do a complete deep dive through local community channels)

\*\*\* Network operating costs (content costs, media desk costs, etc) is value added that SCM brings to the solution and will not be considered a cost deduction against revenue.