

# Junction Sixteen 41 Pylon Sign

## Expression of Interest – Off-Site Business Opportunity



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The Town of Vermilion is offering limited, short-term leasing opportunities on the **Junction Sixteen 41 Pylon Sign**.

When the pylon sign space is not fully leased by businesses located within the Junction Sixteen 41 Business Park, the Town may offer temporary leasing opportunities to eligible off-site businesses. This high-visibility signage opportunity supports local businesses while maintaining priority access for businesses located within the Junction Sixteen 41 Business Park.

### 1. Eligible Businesses

The following businesses may submit an Expression of Interest:

- Bricks-and-mortar businesses physically located within the Town of Vermilion in the following sectors:
  - Downtown Retail Sector
  - Restaurant and Food Services Sector
- Businesses must:
  - Hold a valid Town of Vermilion Business License
  - Be in good standing with the Town (including taxes, bylaws, and other municipal requirements)

### 2. Ineligible Businesses

- Home-based businesses without a public storefront
- Businesses located outside of the Downtown Retail Sector, unless a Restaurant or Food Services Business
- Mobile-only or temporary vendors
- Businesses located outside of the municipal boundary of the Town of Vermilion
- Realtors, banks, and financial institutions
- Personal service industry businesses (including but not limited to nail salons, hair salons, massage therapy, tattoo services, educational, bowling alleys and halls)
- Professional service providers (including but not limited to dentists, lawyers, accountants, chiropractors, and physiotherapists)

### 3. Expression of Interest Process

All businesses within the eligible business sector were mailed this Expression of Interest opportunity on March 24, 2026. Currently there are 7 advertising spots available:

- 3 large panels (double sided) at \$100 per month
- 4 smaller (double sided) panels at \$50 per month

Interested businesses wishing to advertise on the Junction Sixteen 41 Pylon sign must reply and submit their Expression of Interest in writing by email only to [economic@vermilion.ca](mailto:economic@vermilion.ca) no later than:

**12:00:00 p.m. (noon) on April 20, 2026**

Expression of Interest must include:

- Name of Business
- Full contact information for business owner (including address, phone number and email)
- Size of panel (Small \$50 or Large \$100)

If the number of Expressions of Interest received by the deadline exceeds the number of available advertising panels, all submissions will be entered into a random draw. The Town of Vermilion will notify successful businesses within three (3) business days following the closing deadline.

Successful businesses will have until 4:00:00PM on Friday, May 1, 2026, to sign their Pylon Sign Lease agreement with the Town of Vermilion. Successful businesses will be required to have their designs submitted on or before the 15<sup>th</sup> of May. Installation will occur before the end of May with lease agreements beginning on June 1, 2026.

#### **4. Lease Structure for Off-Site Businesses**

Short-term, renewable leases (e.g., month-to-month)

Businesses that are advertising and are not within the Junction Sixteen 41 Business Park are required under the short-term lease agreement to have directions at the bottom of their panel. Example: 1 Block ahead downtown, Lakeland Mall.

#### **5. Priority & Termination**

Businesses located within the Junction Sixteen 41 Business Park, including existing and future businesses, shall have priority access to the lease space on the Junction Sixteen 41 Pylon Sign. If a business within the Junction Sixteen 41 Business Park leases pylon sign space occupied by an off-site business, the Town of Vermilion reserves the right, in its sole discretion, to terminate any off-site lease agreement with thirty (30) days notice.

The Lessee acknowledges and accepts that this lease is temporary in nature and subject to termination for priority use as outlined above.