



Council report

Meeting date:	December 1, 2020
Title:	Commercial beautification budget request
Prepared by:	Kodey Hewlett, Recreation Supervisor
Reviewed by:	Laura Johnston, Chief Administrative Officer

Recommendation

That council approves allocating \$9,000 to meet the deadline to place an order for flowers for the 2021 urban flower program.

Executive summary

In 2019, West Grey spent approx. \$9,000 in flowers for beautification in the urban areas of Ayton, Durham, Elmwood and Neustadt. In 2020, the flower program budget was reduced, and approx. \$5500 was spent. The West Grey Commercial Beautification Committee is requesting the 2021 flower program and seasonal beautification program be the same as 2019; in essence, the request is for a return to the 2019 budget amount of \$25,000. The deadline to order flowers is mid-January 2021, which does not coincide with the West Grey budget approval timeline, thus necessitating this request for the flower portion of the budget - \$9,000 – be approved in advance of the 2021 budget deliberations.

Background and discussion

The Commercial Beatification Committee (CBC) has a mandate of beautifying the commercial areas of the four urban settlements within West Grey: Ayton, Durham, Elmwood, and Neustadt. The committee does this through a variety of programs including the annual flower basket program, bridge basket program, seasonal winter decorating (including all holiday lighting), seasonal fall decorating, and overseeing the planting and maintenance of the entrance gardens to all of the urban centers. This work is done as a combination of staff and volunteers and community members.

In response to pressures caused by the coronavirus pandemic, the 2020 budget allocated to commercial beautification was reduced to \$12,500 from the previous \$25,000. With the reduced budget, West Grey was only able to purchase hanging baskets, and minimal fall and winter decorations. In addition to hanging baskets, the CBC would like to see the return of



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bridge baskets and planters, as well as have funds for entry gardens and seasonal decorating. To ensure West Grey's urban areas are attractive year round, and enhance the vitality of the commercial cores, the 2021 program includes:

- hanging flower basket program
- return of the bridge basket program and urban planters for communities that do not have bridge baskets
- increased seasonal winter decorating (including street-level holiday lighting)
- seasonal fall decorating
- entrance garden program

While the 2021 budget request is for the return of the \$25,000 to this budget line, the request today is for approval of \$9,000 to meet the January 2021 deadline for placing orders for the summer flowers with greenhouses. The balance of the budget request will be discussed during the regular budget deliberations in January 2021.

Legal and legislated requirements

None

Financial and resource implications

Approval of the 2021 flower program and the corresponding budget of \$9,000 is requested to meet the deadlines for placing orders with greenhouses and garden suppliers.

Staffing implications

None

Consultation

Commercial Beautification Committee
Kerri Mighton, Director of Finance and Treasurer

Alignment to the Strategic Vision Plan

Pillar: Build a better Future
Goal: Vibrant Community
Strategy: Continue West Grey Beautification Projects

Attachments

None



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Next steps

On council approval, staff will work with the CBC regarding the specifics of the flower order and place the order late December/early January.

Respectfully submitted:

Kodey Hewlett, Recreation Supervisor