



Council report

Meeting date:	September 15, 2020
Title:	West Grey Pole Banner Program
Prepared by:	Jonathan Zettel, Co-ordinator, office of the CAO
Reviewed by:	Laura Johnston, CAO/Deputy Clerk

Recommendation

That report West Grey Pole Banner Program be received; and further

That the Council of The Municipality of West Grey approves a budget up to a maximum of \$10,000 to develop and implement a pole banner program; and

That staff work with the economic development advisory committee (EDAC) to develop a pole banner program to launch in the spring of 2021.

Executive summary

On September 3, 2020, the West Grey economic development advisory committee (EDAC) passed a motion to advise council to approve funding for a West Grey pole banner program. Funding could be reallocated from the budget line for 2020 partnership initiatives; the committee advised a budget of no more than \$10,000.

Background and discussion

There are a variety of sizes and styles of pole banners and banner brackets used by communities across the province. The EDAC wants to include banners as part of the annual streetscape to fill in the seasonal gaps between the flower program and community holiday light programs.

Additionally, the recent Rediscover Grey campaign launched by Grey County economic development promoted West Grey as a vibrant community for visitors, day-trippers, residents, and neighbours in Grey county. A banner program will contribute to the beautification of West Grey's urban cores by enhancing and providing a welcoming atmosphere in the downtown areas of West Grey.

Legal and legislated requirements

None.



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Financial and resource implications

To fund the program, up to \$10,000 could be reallocated from the economic development budget for partnership initiatives that were not used this year. The unspent partnership initiative funds to be reallocated to the banner program would be transferred to the economic development reserve in 2020 and the banner program would be included in the 2021 budget.

Staffing implications

Staff will work with vendors and the EDAC to develop a pole banner program.

Consultation

West Grey Economic Development Advisory Committee (EDAC)

Alignment to strategic vision plan

Pillar: Promote community

Goal: Promote and market

Strategy: Increase West Grey's profile as a prime location for families and businesses; embrace and celebrate our unique villages and hamlets

Attachments

None.

Next steps

Staff will work with the EDAC to develop a pole banner program for West Grey.

Respectfully submitted:

Jonathan Zettel, Co-ordinator, office of the CAO