

Report to Council

Report Title: Request to Purchase Events Trailer
Prepared By: Colleen Gillis, Director of Community Services
Department: Recreation
Date: August 13, 2024
Report Number: REC2024-16 **File Number:** C11REC

Attachments:

Recommendation:

That the Council of the Municipality of Brockton hereby receives Report Number REC2024-16 - Request to Purchase Events Trailer, prepared by Colleen Gillis, Director of Community Services, and in doing so approves reallocation of available levied funds to support purchase of an Events Trailer at the estimated cost of \$16,000.

Report:

Background:

In 2024, the Parks and Recreation Department has identified the need for an Events Trailer to manage the growing number of special events in Brockton. The current storage solutions for event equipment, including grant-funded pop-up tents and Mobi Mats, are inadequate. An Events Trailer would serve as a centralized, mobile storage unit, enhancing the efficiency of event setup and transportation for staff, as well as a safe and secure location to store our inventory.

In addition, the department had budgeted levied funds for the purchase of garbage/recycling units and planters for downtown improvements. However, staff successfully secured grant funding for both of these projects, freeing up the allocated levied funds. These funds can now be reallocated towards the purchase of the Events Trailer, optimizing the use of available resources and addressing the pressing need for a dedicated storage and transport solution.

Analysis:

In March of 2024 the NWMO approved sponsorship at the \$1,500 level for the purpose of advertisement opportunity on a Brockton Events Trailer. In addition, the Parks and Recreation Department has secured grant funding for waste/recycling containers and planters, which provides an opportunity to reallocate the levied funds initially budgeted for these items. By utilizing these funds, the department can effectively finance the Events Trailer without requiring additional tax rate increases.

The Events Trailer is expected to significantly enhance operational efficiency by centralizing the storage of event equipment in a secure, pest-free mobile unit. This will streamline the transportation and setup of various items, including tents, tables, chairs, and much more, which are critical for numerous events such as the Christmas Market, Street Fest, Canada Day celebrations, homecomings, parades, and offsite programming. Moreover, proper storage will extend the lifespan of these items by protecting them from environmental damage. The trailer will also act as a rolling advertisement for Brockton and its sponsors, thus promoting community engagement and visibility. As the department looks to expand its community support and event programming, the need for a dedicated storage space and mobile unit has become increasingly apparent, making the Events Trailer a valuable and strategic investment.

Strategic Action Plan Checklist:

What aspect of the Brockton Strategic Action Plan does the content/recommendations in this report help advance?

- Recommendations help move the Municipality closer to its Vision Yes
- Recommendations contribute to achieving Heritage, Culture, and Community Yes
- Recommendations contribute to achieving Quality of Life N/A
- Recommendations contribute to achieving Land Use Planning and the Natural Environment N/A
- Recommendations contribute to achieving Economic Development N/A
- Recommendations contribute to achieving Municipal Governance N/A

Financial Impacts/Source of Funding:

- Do the recommendations represent a sound financial investment from a sustainability perspective? Yes

Reallocating levied funds available as a result of successful grant funding for waste/recycling containers and planters and NWMO donation of \$1,500.00 provide financing for this \$16,000 purchase and there is the potential for future sponsorship revenue with wrapped advertisements for the trailer.

Reviewed By:



Trish Serratore, Chief Financial Officer

Respectfully Submitted by:



Colleen Gillis, Director of Community Services

Reviewed By:



Sonya Watson, Chief Administrative Officer