

Report to Council

Report Title:	Downtown Walkerton Banner Designs		
Prepared By:	Paulette Peirol, Community Development Coordinator		
Department:	Economic Development		
Date:	May 12, 2020		
Report Number:	ED2020-05	File Number:	C11ED, M11
Attachments:	New Banner Design		

Recommendation:

That the Council of the Municipality of Brockton hereby receives Report Number ED2020-05 - Downtown Walkerton Banner Designs, prepared by Paulette Peirol, Community Development Coordinator for information purposes.

Report:

Background:

Brockton Council approved the creation of new banners for downtown Walkerton and allotted \$10,000 for the project through the Municipality's 2020 Economic Development budget. The existing banners are faded, in poor repair and past their lifespan. A good number of the posts have no banners at all on them.

There was a unanimous desire for banners that were bright, colourful and inviting.

Analysis:

The Municipality commissioned Kristen Bowman of kbdesign in Walkerton to create a new banner template, incorporating the new Walkerton and Brockton logos, plus photos of key attractions in the area. The new design is attached to this report. The banners will make our downtown more attractive to prospective investors and welcoming to visitors and local residents. Highlighting places of interest will encourage those who see them to explore the area and stay longer. It also demonstrates pride of place.

The banners will feature five to six different images - photos of the Saugeen River (including fishing and paddling), river trails, Victoria Jubilee Hall, the Walkerton Clean Water Centre and scenic views.

Staff are applying for Spruce the Bruce funding and if successful, may be able to leverage additional money from the County to have banners on both sides of each light standard on Durham Street and part of Jackson Street.

This will be an attractive addition to spruce up downtown Walkerton and portray our welcoming community to residents and visitors.

Sustainability Checklist:

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

- Do the recommendations help move the Municipality closer to its Vision? Yes
- Do the recommendations contribute to achieving Cultural Vibrancy? Yes
- Do the recommendations contribute to achieving Economic Prosperity? Yes
- Do the recommendations contribute to Environmental Integrity? N/A
- Do the recommendations contribute to the Social Equity? N/A

Financial Impacts/Source of Funding:

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

The cost of the banners is covered in the 2020 Economic Development budget.

Reviewed By:



Trish Serratore, Chief Financial Officer

Respectfully Submitted by:



Paulette Peirol, Community Development Coordinator

Reviewed By:



Sonya Watson, Chief Administrative Officer