

Analysis:

A range of prices and designs were received through the tender process. All but one are greater than the amount budgeted for the project. The proposal by Cox Signs for a 20x8 foot double-sided back-lit sign with vinyl graphics and eight blank spaces for businesses to advertise meets our needs while remaining within our budget at \$15,398. Optional skirting for an additional \$345 is recommended, and tenant graphics would cost extra.

Other designs for Option 1 – without an LED display -- are more elaborate. Holm’s includes brickwork at the base of the sign, and a wider column, for \$26,250.

Libertelevision’s design includes an attractive topper with CNC cut backlit letters, and also the tenants’ logos. It features two supportive columns rather than one, and would cost \$33,500.

Adding a digital LED display would increase the price by \$11,000 to \$25,000 and although would be a nice addition is not a necessity.

Sustainability Checklist:

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

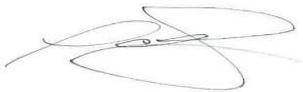
- Do the recommendations help move the Municipality closer to its Vision? N/A
- Do the recommendations contribute to achieving Cultural Vibrancy? N/A
- Do the recommendations contribute to achieving Economic Prosperity? Yes
- Do the recommendations contribute to Environmental Integrity? N/A
- Do the 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 Municipality set aside \$20,000 in its Economic Development budget to replace the Walkerton Industrial Park sign in 2020. Additional costs related to electrical servicing if upgrades are required are estimated to not be in excess of \$4500. The project will still be within the allotted budget amount.

Reviewed By:



Trish Serratore, Chief Financial Officer

Respectfully Submitted by:



Paulette Peirol, Community Development Coordinator

Reviewed By:

A handwritten signature in black ink, appearing to read "Sonya Watson", with a long, sweeping horizontal flourish extending to the right.

Sonya Watson, Chief Administrative Officer