

## Report to Council

**Report Title:** Heritage Murals

**Prepared By:** Paulette Peirol, Community Development Coordinator

**Department:** Economic Development

**Date:** October 13, 2020

**Report Number:** ED2020-10      **File Number:** C11ED, R01

**Attachments:** Existing Foodland Murals,  
Existing Fork n Good Food Mural,  
Proposed Mural Designs (forthcoming when available)

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### Recommendation:

That the Council of the Municipality of Brockton hereby accepts Report Number ED2020-10 - Heritage Murals, prepared by Paulette Peirol, Community Development Coordinator, and in doing so approves the new heritage mural designs for downtown Walkerton.

### Report:

#### Background:

During the 2020 budget deliberation, Council approved the replacement of the heritage murals in downtown Walkerton that are in poor repair due to age and weathering. Staff had budgeted \$10,000 for the Mural replacement and proposed grant funding from Spruce the Bruce for \$5,000.

Brockton staff have worked with the Heritage Committee and a local graphic designer to select historic photographs appropriate for two locations, on the Foodland building and the former Fork n Good Food building. They have also received consent from the property owners.

#### Analysis:

Designs for the four murals are included in this report for Council's consideration.

Council initially budgeted \$13,444 for this project, with half the amount coming from Heritage funds and half from Bruce County's "Spruce the Bruce" program, pending a successful grant application. The budget was trimmed to \$10,000 following Council's COVID-19 budget review, with \$5,000 from the Municipality and \$5,000 from Spruce the Bruce, and the scope of the project was scaled down slightly, with a fifth mural on another building omitted.

The Municipality did not apply for Spruce the Bruce funding for this project in the end, choosing to leave the \$30,000 available in grants to Brockton businesses needing assistance during the pandemic.

We have received an estimate from a local supplier able to create and install the four murals for \$5,311 plus tax, slightly above the budgeted amount of \$5,000. (The first estimate was more than double that amount). Staff recommend proceeding with the project, using the designs included in this report.

The final designs were not complete at the time of posting the agenda and will be attached prior to the meeting for Council's review.

### **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?     | N/A |
| • 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 project is over budget by \$311. The shortfall can be covered through the Economic Development budget for community improvement projects.

**Reviewed By:**



**Trish Serratore, Chief Financial Officer**

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**Respectfully Submitted by:**



**Paulette Peirol, Community Development Coordinator**

**Reviewed By:**



**Sonya Watson, Chief Administrative Officer**