



The Corporation of the Municipality of Arran-Elderslie

Staff Report

Council Meeting Date: July 8, 2024

Subject: SRECDEV.2024.03 Municipal Identifier Signs Update

Report from: Jennifer Isber-Legge, Economic Development Coordinator

Appendices: Appendix A – Proposed Municipal Identifier Signs locations

Appendix B – Typical Sign Image

Recommendation

Be It Resolved that Council hereby,

1. Authorizes Staff to proceed to undertake the completion of the proposed eight municipal identifier signs in accordance with the locations as identified in report SRECDEV.2024.03;
2. Grants an exemption to Article 4.7 of By-Law 59-09 – Finance: Procurement Policy and authorizes Signontario to fabricate and install the eight proposed municipal identifier signs; and
3. Direct staff to move forward with securing the necessary sign permits from Bruce County, MTO or any other agency as required for installation of the signs.

Report Summary

This report provides an update on the municipal boundary identifier signs identified in a resolution on October 10, 2023 and allocated in the 2024 budget.

Background

On October 10, 2023, resolution 292-19-2023 was passed by Council which directed that;

1. Support staff to develop a design concept for municipal boundary identifier signage, in compliance with the Regional Tourism Organization 7 (RT07) Signage Manual;

2. Request staff to report back as part of the 2024 budget process on the design concept and estimated funding required for the placement of eight (8) identifier signs; and
 3. Request that opportunities for grant funding also be identified as part of the overall 2024 funding strategy for the proposed signage.
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Analysis

Since October 2023, a grant application was submitted to the Regional Tourism Organization 7 (RT07) Partnership Program and received approval to support 50% of the cost of the project. The total cost was included in the 2024 budget in the amount of \$41,004 with the municipal share being \$20,502. The program requires that the municipal share be paid directly to RT07 and the supplier will invoice RT07 directly for the full amount.

The October report provided three (3) cost options from suppliers of the signs based on the recommendation of RT07. Supplier C provided the most cost-effective quote and was selected for the procurement of the signs.

The signs are being supplied by Signontario and they have provided a rendering of the sign, attached as Appendix B. This was shared publicly during the AE25 celebration on June 8th 2024 and in the Summer 2024 newsletter with a message of “coming this fall”. Signontario's quote includes sign fabrication and installation. The grant completion date is March 31, 2025, however it is anticipated that the signs will be installed this fall.

Staff visited the eight (8) sites shown in the original report and have adjusted the locations based on their analysis. The eight recommended locations are marked with yellow dots on Appendix A, along with two (2) potential locations that are less desirable. All locations recommended are on County Bruce or Municipal roads.

The following criteria was used to determine the recommended locations:

- High traffic roads into Arran-Elderslie
- Spacing through the municipality
- Impact for local drivers and tourists
- Existing road sign conflicts and compliance with the RT07 Signage Manual

Staff is seeking confirmation of the eight (8) locations to move forward with permit applications and procurement of the signs.

Link to Strategic/Master Plan

6.2 Supporting Businesses and the Local Economy

Financial Impacts/Source of Funding/Link to Procurement Policy

The total project cost is \$41,004 with 50% of the funds being supplemented by a grant received through the Regional Tourism Organization 7 (RTO7) Partnership Program.

The municipal share of the funds of \$20,502 was included in the 2024 budget and is funded through account #01-7410-4601. To secure the grant funding, the municipal share has been submitted to RTO7.

Approved by: Sylvia Kirkwood, Chief Administrative Officer