

STAFF REPORT

TO: Warden and Members of Shelburne Municipal Council
FROM: Warren MacLeod, Director of Economic Development
APPROVED BY: Trudy Payne, Chief Administrative Officer
DATE: July 27, 2022
SUBJECT: Chamber of Commerce Signage Project

PURPOSE

To respond to a letter dated July 19th, 2022 from the Shelburne Chamber of Commerce (“Chamber”) to the Council requesting a commitment of \$25,000 to go towards their signage project.

RECOMMENDED MOTION:

That the Municipality of the District of Shelburne Council grant \$25,000 to the Shelburne Chamber of Commerce for the proposed signage project and that the funds would only be released once an agreement is in place that is acceptable to the CAO and the Municipal solicitor, and furthermore, give the CAO the authority to sign the agreement on behalf of the Municipality and

That the funds come from the Economic Development GL # GL 00-26210-050.

BACKGROUND

The chamber is undertaking a number of projects, one of which is a signage project that is looking to change how our area is presented on the 103 highway. As their letter states, there are currently 47 signs in the area representing all aspects of private and public sector marketing. These signs are in different conditions and have very little strength in branding the area or what we have to offer. With this in mind the Chamber is currently creating a new vision for these signs, and they are continuing to work with all councils (presumably the towns as well) to create the new first impression of the area and to showcase what we have to offer.

The Chamber identifies the following key points to the project:

1. Working with current sign owners (business operators and other) to showcase the new vision and get buy in for those to be updated
2. Create a new sign for the town of Lockeport specifically

3. Create the overall branding of the area and build out numerous signs to direct travelers to the area. We anticipate this outline to be completed in the coming weeks. We hope to have a completed plan ready for execution by Aug 1st, 2022

The Chamber is currently allocating nearly \$30,000 to sign projects with \$25,000 being allocated to the 103 signs and \$5,000 going towards a Lockeport sign and a Shelburne sign near exit 26.

In discussions with the Chamber, it was noted that the additional \$25,000 requested would increase the project spend to \$55,000. There was no specific breakdown of how the additional \$25,000 would be spent, other than to state that it would contribute to the highway 103 signage portion of the project.

DISCUSSION

Although Council decided not to fund a \$50,000 sign budget request for the economic and development budget in March 2022, it is possible to combine the Municipality's future plans & vision with the current Chamber project such that we achieve our mutual goals. The economic development department already planned to approach Council at the next budget review in March 2023 for branding. What this means is that were planning on designing a new logo, new sign design for three signs upon entering the Municipality on the 103 from the north and updating our logos and banners on our new website with the new branding. With this in mind, our recommendations below are intended to try and merge the future plans of the Municipality with the current Chamber project.

RECOMMENDED ITEMS TO INCLUDE IN AGREEMENT WITH THE CHAMBER

It is recommended that the Municipality provide a \$25,000 grant to the Chamber as per the following conditions:

1. The Chamber and the Municipality setup a committee to decide exactly how the Municipality's \$25,000 is to be spent.
2. The Municipality members on the committee must agree on exactly how the funds are to be spent.
3. The Municipality members on the committee must agree on final designs.
4. The Municipality stipulates that the categories of expenditure of the \$25,000 grant be spent as follows:
 - a. Municipality of Shelburne logo design.
 - b. Municipality of Shelburne sign design for the three planned signs on the 103. The branding would be a merged branding of the Municipality's "Live here, Work here, Explore here" theme and the Chamber's ideas revolving around a gateway concept (to be determined).
 - c. The designs for the Chamber's 103 business signs, and
 - d. Website banners for the Municipality and the Chamber.
5. The above noted items in clause 4 be subject to final approval by the Council of the Municipality.

6. The CAO be authorized by council to enter into an agreement with the Chamber as per the points outlined above and provide the \$25,000 grant to the Chamber.

BUDGET IMPLICATIONS

Should the Council decide to support this project, then the financial commitment would be \$25,000 to come out of the Economic Development budget GL 00-26210-050. This will put the overall economic development over. It is recommended that Council look at where the overall budget is at in January 2022 and if it looks like this project will place the budget in a deficit position, to make a motion to transfer the \$25,000 from the operating reserves.

ATTACHMENTS

Chamber of Commerce letter to Council dated July 19th, 2022



Daniel Khan
On behalf of Shelburne and Area Chamber of Commerce

Municipality of Shelburne Council
136 Hammond St
Shelburne, NS
BOT 1W0

July 19 2022

Dear Council,

I am following up with you today with our formal request for support as outlined in our in person presentation on July 13 2022.

The chamber is undertaking some important and large projects in hope of continuing to develop the Shelburne area. One of the key areas of opportunity includes the changing of how our area is presented on the 103 highway.

Currently there are 47 signs in the area representing all aspects of private and public sector marketing. These signs are in different conditions and have very little strength in branding the area or what we have to offer.

The chamber is currently creating a new vision for these signs and we are continuing to work with all councils to create the new first impression of the area and to showcase what we have to offer.

There are a few key points to the project;

1. Working with current sign owners (business operators and other) to showcase the new vision and get buy in for those to be updated
2. Create a new sign for the town of Lockeport specifically
3. Create the overall branding of the area and build out numerous signs to direct travelers to the area. We anticipate this outline to be completed in the coming weeks. We hope to have a completed plan ready for execution Aug 1. 2022

As stated in our presentation the Chamber is currently allocating nearly \$30,000 to sign projects with \$25,000 being allocated to the 103 rebranding project.

We have asked the Municipality to support this venture with the following;

1. Partnership in creating the branding and working with stake holders within the council and economic advisers.
2. \$25,000 to add to the funding for this project
3. Help if possible through municipality resources to erect the signs
4. Working with council to create the policies to create standards for any future signs

We hope that you will see the value in this undertaking and join the Chamber in the mission to showcase the community and all that we have to offer in a much more appealing message.

Truly

Daniel Khan
On behalf of the Shelburne and Area Chamber of Commerce.