

**Date:** 2022-05-20

**Subject:** **Brampton Sign for Tourism Promotion – RM 18/2020**

**Contact:** **Laura Lukasik, Manager Tourism & Special Events  
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**Report Number:** Corporate Support Services-2022-563

**Recommendations:**

1. That the report from Laura Lukasik, Manager Tourism and Special Events, dated May 20, 2022, titled Brampton Sign for Tourism Promotion, Referred Matter 18/2020, be received; and
2. That Council approve Tourism staff to move forward with issuing an RFP for the design, construction and installation of a Brampton sign for tourism promotion; and
3. That Council approve an area within the south west quadrant of Ken Whillans Square as the (semi) permanent location for the sign.
4. That a budget amendment be approved to the 2022 Capital Budget and a new capital project be established in the amount of \$345,000 for the purchase of a Brampton sign for tourism promotion outlined in this report to be funded 100% by the government grant, contingent upon the City executing an agreement.
5. That staff include approximately \$40,000 for the ongoing operations and maintenance costs of the sign in the 2023 budget submission, pending Council approval.

**Overview:**

- Many cities, both large and small, have invested in signs for tourism promotion. Residents and visitors alike are drawn to tourism signs for photos and selfies.
- These signs typically become an iconic tourism attraction and symbol that help to brand the city both locally and beyond our borders.
- Tourism signs range in cost from \$200,000 to over \$1 million depending on the dimensions and features of the sign. The budget for Brampton's sign is

\$295,000 plus \$50,000 for promotion. Total available funding for Brampton's sign from government grants is \$295,000 plus \$50,000 for promotion.

- A location in the south west quadrant of Ken Whillans Square was determined to be the best spot for the sign within the downtown core. There will be an ability to move sign in future should there be a need for construction, etc.

### **Background:**

The City of Brampton had a temporary styrofoam tourism sign manufactured in 2017 for use at large events. After several years of use and associated wear and tear, the sign was retired. It was clear though that the sign was very popular with residents and visitors based on the number of photos and selfies taken at events.

An environmental scan was conducted and identified that a number of Canadian municipalities were provided with Canada 150 signs as part of that anniversary celebration. In many cases, the popularity of the signs lead many municipalities to obtain tourism signs bearing the name of their city including Toronto, Ottawa and Hamilton.

At the January 22, 2020 City Council meeting (Notice of Motion 15.1), staff was directed to investigate and report back to Budget Committee during the 2020 budget process on the costs and additional considerations for the installation of a permanent Brampton sign for promotion and tourism purposes. The Brampton sign for tourism promotion then became a Referred Matter – RM 18/2020.

### **Current Situation:**

Tourism staff has secured funding to cover 100% of the costs associated with the design, construction and installation of the sign including budget for a communications/marketing plan.

Meetings with internal departments confirmed the most appropriate location for the sign is in the south west quadrant of Ken Whillans Square. Issues including safety concerns, placement that does not impact the full view of the tree for Tree Lighting and not being within the area of the cenotaph were all taken into consideration. Should there ever be a need to move the sign that will be possible.

The cost of the sign will be in excess of \$100,000 therefore requiring a formal RFP process be undertaken. It is anticipated that the sign will be installed either by the end of the calendar year or very early in Q1 2023 depending on weather conditions.

### **Corporate Implications:**

### Financial Implications:

A budget amendment will be required and a new capital project will need to be established in the amount of \$345,000, fully funded by government grant, contingent upon the City executing an agreement and subject to Council approval of this initiative.

In addition, this initiative requires ongoing maintenance of the sign, including electricity costs. The cost of ongoing maintenance is estimated at \$40,000 annually, which is equivalent to 0.01% on the City's portion of the property tax bill. Staff recommend that approximately \$40,000 be included in the 2023 budget submission for operations and maintenance, pending Council approval.

### **Term of Council Priorities:**

This report achieves the Strategic Plan priorities of Strong Communities and Smart Growth by celebrating citizens and creating partnerships through arts, culture and social interaction and practising proactive, effective and responsible management of municipal assets and services.

### **Conclusion:**

Tourism staff recommends a Brampton sign for tourism promotion be designed, constructed and installed on a (semi) permanent basis in the south west quadrant of Ken Whillans Square to serve as an attraction for both residents and visitors, with a robust promotion plan, particularly during water main construction.

Authored by:

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Approved by:

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**Attachments:**