

TO: CITY MANAGER 2000 March 06

FROM: DIRECTOR PLANNING AND BUILDING

SUBJECT: FUNDING FOR ROYAL OAK COMMUNITY PLAN AREA BANNER PROGRAM

PURPOSE: To obtain Council authority to introduce a Capital Reserve Fund Expenditure Bylaw for the implementation of the Royal Oak Community Plan Area Banner Program.

RECOMMENDATION:

1. **THAT** Council bring down a Capital Reserve Expenditure Bylaw in the amount of \$46,750 (inclusive of 7% GST) for the implementation of a Banner Program for the Royal Oak Community Plan Area.

REPORT

1.0 Background

At the regular Council Meeting of 1999 November 22, Council approved in principle a banner program for the Royal Oak Community Plan Area. The 1999 November 22 report outlined the banner route and recommended that business and property owners abutting the proposed banner locations also be canvassed with respect to supportive contributions for the proposed banner program. It should be noted, however, that previous efforts at cost recovery for banner programs have produced nominal returns, and so therefore it is proposed that the banner program for the Royal Oak Community Plan Area be pursued at this time on the basis of full funding by the City in place. Contributions from businesses and property owners will continue to be solicited to help defray the costs of the banner program.

The 1999 November 22 report also indicated that children and youth attending schools within the community plan area would be asked to submit banner designs. The preliminary banner designs have been submitted by the schools located within the Royal Oak Community Plan Area, and the selection process for the final banner design and implementation steps are underway. Consequently, the advancement of funds for the costs of banner production and installation equipment is now required.

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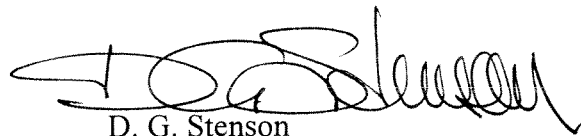
2.0 Financing

The approximate cost for the banner program is estimated at \$45,000. This includes \$22,500 for banner installation, including the permanent installation of brackets on existing light standards by the City, plus \$22,500 for the production of 255 nylon banners, including spares. This set of banners will be utilized this summer, cleaned and stored for the winter, and displayed again next summer.

It is recommended that funds be drawn from the 2000 Community Plan Implementation component of the 2000 - 2004 Provisional Capital Program. Any proceeds obtained from property and business owners who wish to contribute financially to the banner program will be credited to the capital reserves for this project.

3.0 Conclusion

In order to proceed with implementation of the banner program, Council is requested to authorize the expenditure of up to \$45,000 (inclusive of 3% GST) and bring down a Capital Reserve Expenditure Bylaw. It is recommended that funds be drawn from the 2000 Community Plan Implementation component of the 2000 - 2004 Provisional Capital Program.



D. G. Stenson
Director Planning and Building

EK:hr

cc: Director Financing
Director Engineering