



TOWN OF MINTO

MEETING DATE: May 7, 2024

REPORT TO: Mayor and Council

SERVICE AREA: Economic Development

SUBJECT: EC DEV 2024-007 – Signage Grant H34 – Eh-2-Zed, 10 Elora St. S. Harriston

RECOMMENDATIONS:

THAT Council of the Town of Minto receives the report EC DEV 2024-007 – Signage Grant H34 – Eh-2-Zed, 10 Elora St. S. Harriston and approves Signage Grant H34 for \$1,000.00.

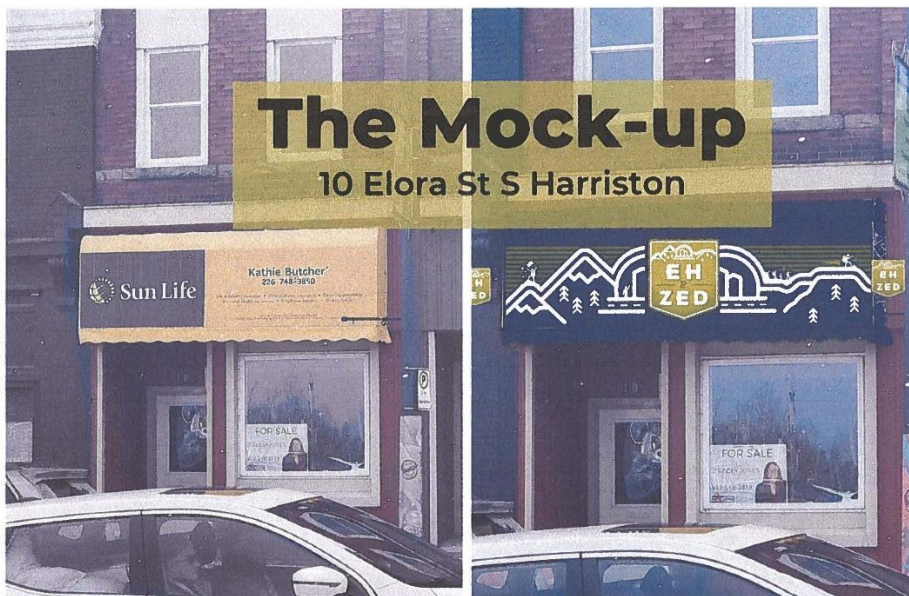
BACKGROUND:

The Signage Grant Program was initiated in 2009. The 2024 CIP budget is \$50,000, and this is the fourth application of 2024.

Eh-2-Zed is a home and lifestyle retail shop that is dedicated to selling Canadian made products. The business started out online and moved into the Try-It Retail space in the fall of 2023. We are thrilled that Eh-2-Zed has found a permanent home on Elora St. in downtown Harriston.

COMMENTS:

The owner of Eh-2-Zed is proposing to reskin the existing awning in blue non-illuminated vinyl fabric, with scalloped valance. Existing and new proposed signage below.



The next Economic Development and Planning Committee (EDPC) meeting is not until June 6, 2024 therefore this application was reviewed and approved by the Committee via email on May 1, 2024.

FINANCIAL CONSIDERATION:

The lowest signage quote provided was for \$3,366.62 and therefore is eligible for the maximum \$1,000 signage grant. If this grant is approved \$46,848.89 will remain in the CIP budget for 2024.

STRATEGIC PLAN:

GOAL 3: Strong Vibrant Economy

Progressively support our local businesses while leveraging Minto's competitive advantages to attract new economic investment.

PREPARED BY: Belinda Wick-Graham, Director, Economic & Community Development

RECOMMENDED BY: Mark Potter, Interim Chief Administrative Officer