



TOWN OF MINTO

DATE: June 28, 2018
REPORT TO: Mayor Bridge & Council
FROM: Belinda Wick-Graham, Business & Economic Manager
SUBJECT: Palmerston Electronic LED Communications Sign Project

STRATEGIC PLAN

5.4 Support and encourage volunteer fund-raising where local interest groups contribute to value added Town facilities and services, and facilitate activities that help such groups raise funds to support community services.

5.5 Pursue, develop and encourage public private partnerships that are fiscally responsible, transparent and mutually beneficial including sponsorships. Establish and maintain appropriate relationships with private business.

BACKGROUND

Discussions around an Electronic LED sign at the front of the Palmerston Lions Heritage Park began at the Palmerston Downtown Revitalization table in 2014. At the time several groups were interested in coming together to fund a sign but cost was a concern when there was no commitment from a key funder to move the project forward.

In late 2017, Palmerston Lions Club President Bob LaCombe approached the Town to see if there was interest in exploring this project again. A Committee was struck with Al Toner representing the Palmerston Legion, Bob LaCombe representing the Lions, Councillor Ron Elliott representing the Town and Belinda Wick-Graham representing the Palmerston Downtown Revitalization Committee. Several meetings were held by the Committee with interested community groups and potential suppliers. These helped determine funding commitments from groups and the specs to be included in the quotation for the sign.

The Request for Quote for the Palmerston Electronic LED Communications Sign Project was issued on June 15, 2018 and closed on June 25, 2018 with quotes received from Cox Signs, Libtelevision and Raynbow Signs. The Raynbow Signs submission was late; the quotation states "If quotations arrive after the above deadline, the Town reserves the right, entirely at its discretion, to give or not give such quotation consideration".

A summary of the quotes is attached as Schedule "A". The key elements of this sign that the Committee was looking for included:

LED Component

- 6' X 4'

- 10 mm resolution

- full colour text, graphics, graphic animation, photos and video images

- ability to update the sign from any computer, anywhere

COMMENTS:

Suppliers were to provide quotes for a pole structure or a monument structure, as well as include options that would allow the top cap/crown or the sponsor signs to be removed if significant savings are needed.

In reviewing the quotes, savings from eliminating the cap/crown or the sponsor signs was not significant, so it was felt that those elements should be included. From the beginning of this project in 2014 the desired sign was a monument style sign on a stone or brick base. A pole structure is only \$3,000 less than a full monument structure. Given this prominent location downtown and at the entrance to the beautiful Lions Heritage Park, it is recommended that the desired monument style sign be purchased.

A policy on the signs usage and rental rates is in the works and Town staff will be responsible for coordinating rentals and posting to the sign.



FINANCIAL CONSIDERATIONS

The capital cost for the LED sign is \$33,053 + HST. Additional costs include the sign permit (\$25), as well as the cost for the final 120V wiring by a licensed trade.

To date financial commitments from the Palmerston Downtown Revitalization Committee, Palmerston Lions Club and Palmerston Legion are \$5,000 each. Blessings-to-You has

committed \$3,500 and the Palmerston Snow Kings have agreed to provide \$2,000. The total commitment to-date is \$20,500. We also have two businesses/organizations that have provided verbal commitment to rent the sign weekly for 5 years. At a rate of \$25 a week, this would bring in \$13,000 over 5 years.

The Committee is requesting that the Town of Minto bridge the financing of the \$33,053 sign over five years and that the money coming in from these two commitments go directly to paying the loan. Additional funds raised from weekly rentals will be put into a reserve fund for future needs of the signs.

In speaking with the Mildmay Rotary Club the yearly hydro costs for one of these signs is approximately \$400. The Committee requests the Town of Minto cover these costs.

RECOMMENDATION

THAT the Council receives the June 28, 2018 report from the Business & Economic Manager regarding the Palmerston Electronic LED Communications Sign Project and recommends to the Council of the Town of Minto to accept the quote from Raynbow Signs for \$33,053 + HST for a monument style LED sign including cap and sponsor signs

Belinda Wick-Graham
Business & Economic Manager