



Report to: General Committee: Finance & Admin

Date of Meeting: April 24, 2006

SUBJECT: Markham Communities in Bloom Banner Program & Gateway Signage
PREPARED BY: Catherine Harrison, Manager, Communications Services
Ext. 7557

RECOMMENDATION:

THAT the report entitled "Markham Communities in Bloom Banner Program and Gateway Signage" be received;


AND THAT Council approve the Markham Communities in Bloom committee request to establish a Markham Communities in Bloom banner sponsorship program;


AND THAT the existing sign By-Law 2002-94 be amended to include Town of Markham-approved Markham Communities in Bloom banners as listed signage exempt from by-law regulations;

AND THAT Council approve the addition of sign tag on Markham population signs to state "Markham Communities in Bloom – Provincial Champions."

RECOMMENDED

BY:


Cathy Joyce
Manager, Marketing & Partnerships


Jim Sales
Commissioner, Community & Fire Services

EXECUTIVE SUMMARY:

In 2005, Markham placed first in our population class in Communities in Bloom Ontario program and as a result is competing in the national Communities in Bloom competition in 2006.

Banner Sponsorship Program

The Markham Communities in Bloom light-post banner sponsorship program for business is designed to:

- Beautify the Town of Markham;
- Create awareness of Markham's national Communities in Bloom participation
- Celebrate Markham's 2005 provincial Communities in Bloom achievement
- Demonstrate business support for the Markham program; and
- Raise funds for the Markham Communities in Bloom program.

The 24" x 48" banners will be available at a cost of \$500 (including taxes) and will be hung for the period of June 2006 to October 2006. A copy of the banner design is attached in Appendix A.

Banners will be hung along Town Centre Boulevard, Colborne Street, John Street, Main Street Markham and Denison Road and at the Markham Civic Centre.

Sign Tag on Markham's Population Signs

In order to build awareness of Markham's achievements to date in the Communities in Bloom Program, the Communities in Bloom Steering Committee has requested that sign tags be added to the Markham population signs on Regional Roads. A copy of the draft design is attached. The Region of York has given approval.

FINANCIAL CONSIDERATIONS:

Sign-Post Banner Sponsorship Program

Banners will be sold for \$500 each (including taxes). Communities in Bloom will receive revenue of \$284.78 for each banner sold. The goal will be to sell 40 banners this year.

Revenue: 40 Banners at \$500 (less taxes, \$434.78 ea)	\$17,391.20
Expense: Printing & Installation at \$150/banner	<u>6,000.00</u>
Net Revenue	<u>\$11,391.20</u>

Sign Tag on Markham's Population Signs

Production and installation of signs at 17 locations will cost approximately \$4000. Funding for these signs will come from the Communities in Bloom program account 795 799 4272.

PURPOSE:

The purpose of the report is to request Council's approval of the 2006 Markham Communities in Bloom banner sponsorship program and of the addition of Markham Communities in Bloom population sign tags.

BACKGROUND:

During Markham's participation in Communities in Bloom in the mid-1990s, banners were hung throughout the community to beautify the Town and promote Markham's participation in Communities in Bloom. A banner sponsorship program was established in 1999 for the Markham 2000 celebration and this time, business logos were included in the banner design to provide an additional revenue stream for the Markham 2000 celebrations.

In 2006, Markham is competing in the National Communities in Bloom competition. In order to place well against the competing communities (Greater Moncton Area, Kingston, Brampton, Toronto, Mississauga and Chatham-Kent), Markham must increase community awareness and participation in the program. The Markham Communities in Bloom banner program will help to accomplish this. In addition, it will serve to show our judges that businesses support Markham's Communities in Bloom efforts at the same time as raising funds to support further outreach activities.

The Markham Communities in Bloom banners will feature the Markham Communities in

Bloom graphic and the Town of Markham logo, along with the tagline identifying Markham as 2005 provincial champions and 2006 national contenders. At the bottom of the banner, the sponsor's logo will be placed. The Committee plans to sell 40 banners to local businesses as a cost of \$500 each. The 24" x 48" banners will be produced and installed by Markham operations staff at a cost of \$150 each. Banners will be hung between June and October 2006 along Town Centre Boulevard, Colborne Street, John Street, Main Street Markham and Denison Road and at the Markham Civic Centre.

OPTIONS/ DISCUSSION:

[Insert text here]

FINANCIAL TEMPLATE (Separate Attachment):

Not applicable

ENVIRONMENTAL CONSIDERATIONS:

Banners will build awareness of Markham's Communities in Bloom program – a program that promotes and educates the public about Markham's many environmental initiatives.

ACCESSIBILITY CONSIDERATIONS:

Not applicable

ENGAGE 21ST CONSIDERATIONS:

Quality Community
Environmental Focus
Economic Development

BUSINESS UNITS CONSULTED AND AFFECTED:

Heritage Markham – See Appendix C
Region of York - Operations
Town of Markham - Operations
Corporate Communications
Strategic Services – Marketing and Partnerships

ATTACHMENTS:

Appendix A: Draft of Markham Communities in Bloom Banner Design
Appendix B: Draft of Markham Communities in Bloom Tag for Regional/Provincial Population Signs
Appendix C: Extract from Heritage Markham



**Provincial
Champions
2005**

Proudly Sponsored By



2006
Bloom
Markham
Communities in

Communities in Bloom
Provincial Champions
2005

MARKHAM

HERITAGE MARKHAM
EXTRACT

DATE: March 16, 2006

TO: R. Hutcheson, Manager of Heritage Planning;
C. Harrison, CIB Coordinator

EXTRACT CONTAINING ITEM #32 OF THE THIRD HERITAGE MARKHAM
COMMITTEE MEETING HELD ON MARCH 8, 2006

32. COMMUNITIES IN BLOOM BANNERS
Extracts: R. Hutcheson, Manager of Heritage Planning;
C. Harrison, CIB Coordinator
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The Senior Heritage Planner advised that a request from Communities in Bloom has been received to hang temporary lamp-post banners on Main Street Markham, Colborne, John and Carleton Streets.

Thornhill representatives had questions regarding the size of these banners and if it was suitable to place banners on Colborne Street.

After further consideration, the committee agreed to support the Heritage Section staff recommendation.

HERITAGE MARKHAM RECOMMENDS:

THAT Heritage Markham has no objection to the installation of temporary Communities in Bloom banners in the Heritage Conservation Districts.

CARRIED.