



WHEATLAND COUNTY

Where There's Room to Grow



Request for Decision

March 24, 2020

Resolution No. _____

Date Prepared March 9, 2020

Subject

Decision-making topic title

Tourism Entrance Signs Policy – Standards and Fees

Recommendation

Clear resolution answering – what/who/how/when

RECOMMENDATION: That Council approve the Tourism Entrance Signs Policy.

GM Comments

Any additional comments regarding the reason for the recommendation

Discussions initiated at the Economic Development Board level as a result of the Carseland tourism sign project and installation. The vision is for our Hamlet's and other areas of interest to have consistent messaging / signage throughout the County. This policy has been reviewed and is fully endorsed by the Economic Development Board.

RECOMMENDATION

Report/Document:

Attached

☒

Available

☐

None

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Key Issue(s) / Concepts Defined

Define the topic, reference background material and state question to be answered

A tourism entrance sign has been installed in Carseland and permitted by Alberta Transportation. This policy has been developed to address how organizations can have their information displayed on it and the fees to have their sign (placard) produced and maintained on the sign. This policy would also accommodate installation of similar sign types and a similar usage in other locations within Wheatland County if desired.

Relevant Policy / Practices / Legislation

Cite existing policies, practices and/or legislation

N/A

Strategic Relevance

Reference to goals or priorities of current work program

Tourism Entrance Signs such as this provide the opportunity for organizations to promote their existence in the community where the sign is located.

Response Options and Desired Outcome(s)

Main result, along with highlighted requisites and benefits

Option 1 – To approve recommendation as proposed.

Option 2 – Not to approve recommendation as proposed.

Option 3 – Approve an alternative recommendation of Council's choosing.

IMPLICATIONS OF RECOMMENDATION**General**

Consequences to community, overall organization and/or other agencies

Assist with and promote Economic Development initiatives within the County and region.

Organizational

Policy change or staff workload requirements

Work with Economic Development Officer, Public Works placard installation or removal, Accounts Receivable to process payments.

Financial

Current and/or future budget impact

Fees collected would aid in cost recovery and administration of the signage installation and maintenance. Fees would be an initial fee of \$100.00 for sign printing and installation. An additional fee of \$50.00 per year would be billed as a subscription rate for each year the organization's sign is displayed in the tourism sign. These rates will be included in the Master Fee Schedule in a future amendment.

Environmental, Staff and Public Safety

Consequences for the environment, consideration of effects on the safety of staff and the public

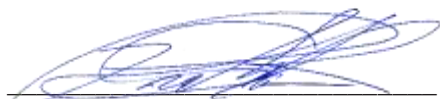
The sign has already been installed and permitted by Alberta Transportation to address any safety or environmental aspects that could be a concern.

Follow-up Action / Communications

Timelines, decision-making milestones and key products

The sign availability will be advertised to community businesses. For 2020 specifically, there would be an additional 30-day extension on the policy's determined timeline to allow for the tourism sign to be populated for the 2020 year.

Submitted
by:



Patrick Earl
Economic Development Officer

Reviewed
by:



Matthew Boscarol, MES, MCIP, RPP
General Manager of Community &
Development Services



Brian Henderson, CPA, CA
CAO