



THE CORPORATION OF THE TOWN OF AMHERSTBURG

OFFICE OF DEVELOPMENT SERVICES

Mission Statement: As stewards of the Town of Amherstburg, we strive to improve the quality of life of all residents through the delivery of effective, efficient, and affordable services.

Author's Name: Melissa Osborne	Report Date: January 24, 2025
Author's Phone: 519 736-0012 ext. 2137	Date to Council: February 10, 2025
Author's E-mail: mosborne@amherstburg.ca	Resolution #:

To: Mayor and Members of Town Council

Subject: Report Back on Gateway Digital Signs

1. RECOMMENDATION:

It is recommended that:

1. This report on the results of the Request for Proposal on the Gateway Digital Signs **BE RECEIVED** for information; and,
2. Pattison's stated one-time funding which is in excess of \$6,356 and the annual revenue sharing which is in excess of \$20,000 **BE DIRECTED** to the Economic Development Reserve (0107)

2. BACKGROUND:

At the May 13, 2024 Council meeting the following direction was provided by Council:

Resolution: 20240513-010

Moved By Deputy Mayor Gibb

Seconded By Councillor Allaire

That:

1. Administration **BE DIRECTED** to issue a Request for Proposal for third party partnership on the digital gateway signs as outlined in this report;
2. Administration **BE APPROVED** to proceed with the extended 5-year parts warranty for the digital signs, at a cost of \$4,430 USD, plus taxes, with all

revenue and expenditures to be captured under the Economic Development Division; and,

3. Administration **BE DIRECTED** to bring back any changes to the Municipal Digital Signage Policy which may be required as a result of the RFP.

The Mayor put the Motion.

Motion Carried.

At the October 28, 2024 meeting Council approved the updated Policy regarding Digital Gateway Signage, which informed the RFP, and directed the RFP be issued.

Resolution 20241028-016

Moved By Councillor Allaire

Seconded By Deputy Mayor Gibb

That:

1. The amendments to the Digital Gateway Signage Policy, as noted in the report of October 28, 2024, **BE APPROVED**; and,
2. Administration **BE DIRECTED** to proceed with a Request for Proposal or a Request for Tender, as appropriate, to identify a vendor for the identified advertising time blocks on the Digital Gateway Signage.

The Mayor put the Motion.

Motion Carried.

The results of the RFP have concluded. This report is to provide an update to Council as well as to seek approval for use of the funds in excess of anticipated funding.

3. DISCUSSION:

An RFP for a third party to have rights to advertise on the Town's Digital Gateway Signs was issued November 27, 2024 with a closing date of December 19, 2024. The RFP included the requirements as outlined in the May 13, 2024 report as well as the Digital Gateway Signage Policy as approved on October 28, 2024.

The Town received 2 submissions, however one was disqualified. The remaining submission from Pattison Outdoors, was evaluated against the RFP criteria. The submission passed the technical requirements after which the funding envelope was opened. The vendor provided a confidentiality clause in the proposal and as such the specific one time and annual revenue sharing amounts are not able to be made public. That information has been shared with Council in camera.

The following general information regarding the funding can be provided:

1. The one-time funding meets or exceeds the \$4,430 USD (\$6,356 CDN) funding required for the 5-year extended warranty as per the May 13, 2024 Council resolution;
2. The annual revenue sharing meets or exceeds the \$20,000 in revenue identified in the operating budget issues paper EDC-001

The Town will retain 4 advertising spots, equivalent to 20 seconds, in a 60 second loop for Town business and or local non-profit organization advertisements. The Town will also retain the ability to have complete control over the signage in the event of an emergency, as defined in the policy. The Town will be working with Pattison to provide contact information on the Town's website whereby businesses can connect directly with Pattison for any advertising they may want to do on the digital signs. The Town is not involved in these types of advertisement nor does the Town set the value. This is consistent with the updated Digital Gateway Sign Policy as approved by Council on October 28, 2024, and attached as Appendix A.

Pattison will assume control over the business advertising on the Digital Gateway Signs in February 2025. The exact date is not known as the writing of this report. Any advertising requests from businesses prior to that date will be executed by the Town, understanding they will be terminated as of the date the agreement with Pattison takes place. Businesses would need to engage directly with Pattison to continue to seek advertising on the digital signs after that date.

4. RISK ANALYSIS:

There is no risk in receiving this report or directing the funds to the Economic Development Reserve. Any use of funds from the reserve would be subject to a report back to Council identifying the reason for the use of the funds and seeking Council approval.

5. FINANCIAL MATTERS:

It is recommended the revenue from this agreement which exceeds that which Council has already committed be directed to the Economic Development Reserve (0107). Currently the reserve has no funding. As Council is aware Administration has put actions in place as per Council's approval to obtain necessary designation and planning of the Howard Industrial Area for investment. As those processes complete over the next 12 months Administration will need to start working closer with InvestWE to properly market the area for investors. There may be added costs associate with doing this and or costs associated with business attraction to the area. As such it is recommended the Economic Development reserve be funded for these types of investments. As with all reserves, use of funds from those reserves will require Council approval, so any use of those funds will be subject to a report or budget issue paper brought to Council for use of the funds.

6. CONSULTATIONS:

Jen Ibrahim – Manager Economic Development and Tourism
Nick Renaud – Information Technology

7. CORPORATE STRATEGIC ALIGNMENT:

Vision: Preserving our past while forging our future.

<i>Amherstburg Community Strategic Plan 2022 - 2026</i>	
<p style="text-align: center;">PILLAR 1 Deliver Trusted & Accountable Local Government</p> <ul style="list-style-type: none"> <input type="checkbox"/> Improve trust between council and staff, and residents, by strengthening governance and internal accountability structures. <input type="checkbox"/> Deliver transparent and efficient financial management. <input type="checkbox"/> Increase effective communication and engagement with residents. <input type="checkbox"/> Develop our staff team, resources, and workplace culture. <input checked="" type="checkbox"/> Continue to deliver strong core municipal services. <input type="checkbox"/> Ensure Amherstburg is an inclusive accessible and welcoming community committed to reconciliation. 	<p style="text-align: center;">PILLAR 3 Encourage Local Economic Prosperity</p> <ul style="list-style-type: none"> <input type="checkbox"/> Encourage development of commercial and industrial lands. <input type="checkbox"/> Continue to promote local tourism industry, especially overnight accommodation. <input type="checkbox"/> Continue to facilitate downtown development for residents and visitors. <input checked="" type="checkbox"/> Continue to leverage partnership opportunities with other provincial, federal, and local governments, agencies, and organizations.
<p style="text-align: center;">PILLAR 2 Invest in Community Amenities and Infrastructure</p> <ul style="list-style-type: none"> <input type="checkbox"/> Maintain safe, reliable and accessible municipal infrastructure and facilities. <input type="checkbox"/> Increase access to recreation opportunities for all ages. <input type="checkbox"/> Finalize and execute plans for town-owned lands (e.g. Duffy’s site, Belle Vue) <input type="checkbox"/> Create public access to water and waterfront <input type="checkbox"/> Prioritize opportunities to reduce environmental impacts of Town operations and increase Town resilience to climate change. 	<p style="text-align: center;">PILLAR 4 Shape Growth Aligned with Local Identity</p> <ul style="list-style-type: none"> <input type="checkbox"/> Define and communicate a vision for the Town’s future and identity. <input type="checkbox"/> Promote and plan for green and “climate change ready” development. <input type="checkbox"/> Review and implement policies that promote greater access to diverse housing. <input type="checkbox"/> Protect the Town’s historic sites and heritage. <input type="checkbox"/> Preserve the Town’s greenspaces, agricultural lands, and natural environment.

8. CONCLUSION:

The results of the RFP for the digital signs provides an opportunity to redirect funds in excess of budgeted revenue to the Economic Development reserve providing for some funding which could be used for future expenditures needed for investment attraction.



Melissa Osborne
Deputy CAO / Director of Development Services

Report Approval Details

Document Title:	Report back on Gateway Digital Signs .docx
Attachments:	
Final Approval Date:	Jan 31, 2025

This report and all of its attachments were approved and signed as outlined below:



Tracy Prince

**No Signature - Task assigned to Valerie Critchley was completed by assistant
Melissa Osborne**

Valerie Critchley



Kevin Fox