



Report 2018-071

Committee Information Report

To: Chair and Members of the Community Development Advisory Committee

From: Alison Vandervelde, Community Development Officer

Date of meeting: May 10, 2018

Re: **Community Development Advisory Committee – Highway 7 Area Profile Signage**

Recommendation

This report is for information only.

Background

During March and June 2015's "Economic Development Days", it was identified that a strong brand is required to raise Frontenac's profile as a desirable region to live, visit and do business. That work, and the resulting application for funding emphasized the installation of signage throughout the region as an important medium for communicating the Frontenac brand to those unfamiliar with all our area has to offer.

Within the Regional Signage Strategy, Highway 7 signage has been identified as the top priority following Highway 401. The intention of these signs is not to drive people immediately to explore Frontenac, but rather to incite future visits by raising awareness of Frontenac's geographical location and regional identity.

Comments

Canadian Tourism-Oriented Directional Signing (TODS) Limited is responsible for the installation of all Highway 7 Area Profile signs. TODS obtains all required approvals and permits regarding location and design from the Ministry of Transportation (MTO), and manufactures and installs the signs.

Our TODS Account Executive has indicated that the following locations are as close to Frontenac's east and west borders as possible, and are most suitable for this purpose.

Westbound: 44.82038 - 76.61266 (Approximately 3.4km east of Mcquaid Road)

Eastbound: 44.67181 - 77.05962 (Approximately 4.8km west of Blueberry Road)

See attached map for plotted locations.

Sustainability Implications

In all that we do in the name of economic development in the Frontenacs, we will live by a set of principles that balance the economy, environment, social, and cultural interest of our communities.

Financial Implications

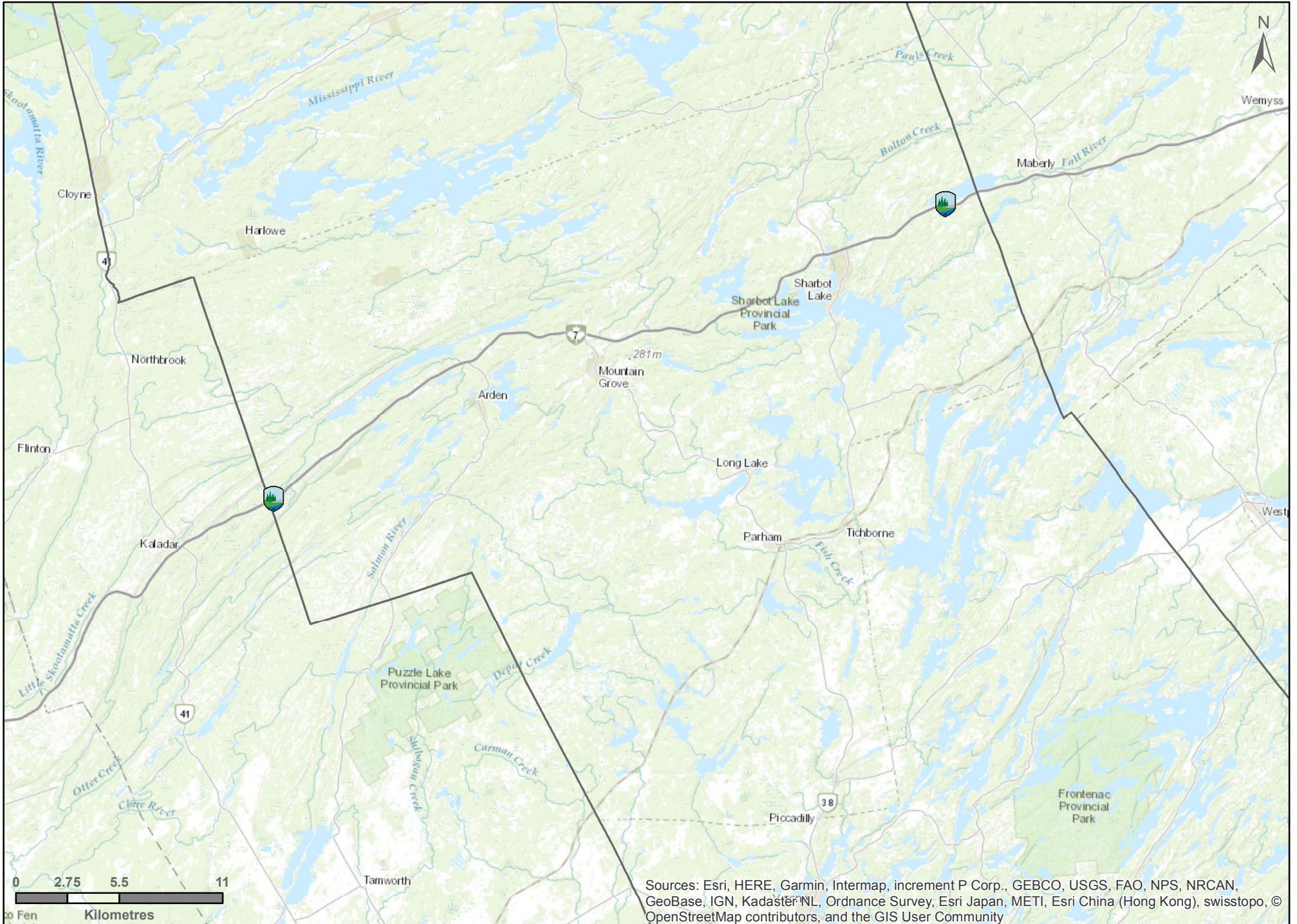
The total cost of installing two Highway 7 Area Profile signs for a period of five years breaks down as follows:

- One-time fee of \$1,600 per sign covers manufacturing and installation (also applies to design changes)
- One-time \$50 administration fee
- Annual fee of \$800 per sign, mandatory 5 years contract

These funds have been budgeted for the purpose of Brand Recognition as part of the 2017 budget associated with the “Advancing Rural Economic Development through Collaboration” program supported by the Rural Economic Development (RED) program.

Organizations, Departments and Individuals Consulted and/or Affected

Members of Community Development Advisory Committee
County Council & staff
Township of Frontenac Islands
Township of South Frontenac
Township of Central Frontenac
Township of North Frontenac
Frontenac Community Futures Development Corporation
Frontenac County Residents
Local Businesses



Sources: Esri, HERE, Garmin, Intermap, increment P Corp., GEBCO, USGS, FAO, NPS, NRCAN, GeoBase, IGN, Kadastr NL, Ordnance Survey, Esri Japan, METI, Esri China (Hong Kong), swisstopo, © OpenStreetMap contributors, and the GIS User Community