

COMMITTEE OF THE WHOLE
MAY 8, 2018
4:30 P.M.
AGENDA

1. Agenda Additions/Deletions
2. Agenda Approval
3. 4:30 PM – Rob Spencer re: Community Orchard Update Verbal
4. 4:50 PM – Andrea Hatch re: Street Light Banner Opportunity 2-10
5. 2105-18 – Smoking Bylaw Amendment Cannabis (discussion) Verbal
(Update – Provincial consideration and legal information)
4. Correspondence
5. Additions
6. In-Camera
 - a. Labour – Section 16.12 of FOIP Verbal
7. Adjournment

Street Pole Banner proposal for Town of Stettler

Overview of Banners in Stettler:

The Town of Stettler/ Beautification Committee have in the past spent in excess of \$400-600 per banner without the brackets.

For Every 5 businesses or organizations in town who purchase a banner for \$495 + 295 yearly renewal fee, the Town/ Community events will receive a banner(and brackets) that is designed to highlight Stettler and its identity.

The project would be managed by Andrea Hatch-Cabinet of Curiosities and Karen Spruyt Heartland Promotions.

Tourism

The Town of Stettler works hard and spends thousands of dollars to attract tourists to Stettler. With each tourist comes the **potential** for several hundreds of dollars to be spent in our businesses and attractions. We are good at bringing tourists to Stettler for events like the Pheasant Festival, sports tournaments, Alberta Prairie Steam Tours, etc...; but we aren't really good at letting them know what else this town has to offer them once they are here. If we can get them to visit one more business, one more attraction or one more event, we have profited the town to the tune of several hundred dollars.

Street pole banners offer community businesses and organizations 24/7 exposure over 365 days a year, for less than the cost of traditional advertising. Well designed, coordinated pole banners would add esthetic value to the streets of Stettler while promoting and providing exposure to businesses, organizations and events. As tourists drive into or through Stettler, the banners will proudly display our local business' logos. They would also encourage local people to become involved in local events and organizations.

Proposal

Our goal as destination managers for this banner project is to promote and attract tourists whether they are from Castor or China. To foster positive destination images, to contribute to general place marketing, to serve as a catalyst for future investments, to boost tourist numbers and animate specific areas businesses or attraction. The town has through the Heartland Beautification Committee endeavoured to put street pole banners along streets in the town to add to its beautification and to promote the town identity "Heart of Alberta". These banners have been costly to the town, approx 5-\$600 each (not including pole equipment), and have not lasted as long as hoped. Added to this issue is the problem that the logo design itself is copy written by the business who created the banners outside the town. Does it brand our Town, can we use it in other marketing, is it an image we can identify with, and that others outside the community identify us with? The answer is no- the banner image we currently use is not adaptable enough

to allow the Town of Stettler to use that logo in any other advertising or branding. Nor does the image show a positive identity that we can associate with the town itself. It also has to be stated that Calgary has from 2000-2015 strongly marketed itself as "Alberta's Heart of the New West" Are we cross marketing to Calgary and creating market confusion? In essence are we helping them by marketing as the Heart of Alberta and not uniquely identifying ourselves?^{1, 2}

We have a street pole banner proposal that we feel meets the objectives of the Stettler Board of Trade, the businesses and organizations in Stettler, and the Town of Stettler. We propose that the town support a local endeavor to pilot a 3 year project that would see hundreds of banners added to the streets of Stettler.

Our vision is to create sets of banners that would line the different streets of Stettler in a color coordinated scheme. We initially see using six colors, each color lining a different street block or area in Stettler. The banners would have a local stylized theme that represents our town and area at a quick glance. We would leave the center portion of the banner open for the business, organization or event logo. Banners will be designed so that they may be expanded to "double sided" pole installation if necessary.

We need to avoid creating visual ambiguity or clustering too many colors so people lose interest in the information we are trying to provide. Statistics state that the average person can see up to 300 individual pieces of artwork and information in a single day. But how do we retain the message?



Will you remember these images and their information ? Probably not.

We need to create an interesting color plan that keeps information flowing, remains relevant to the viewer and encourages them to continue to look and read the information we provide. We need color blocking and planned repetition.

"When patterns are broken, new worlds emerge." —Tuli Kupferberg

¹ <https://www.youtube.com/watch?v=A5asIc-AtLQ>

²

https://www.calgaryeconomicdevelopment.com/sites/default/files/pdf/research/reports/whats_new/calgary_advantages_presentation/Calgary_Presentation_February_2013.pdf



Blocks with different colours can provide that interest. Our main streets would have blocks of varying colors that complement each other but also invite the viewer to stay in our town through several design concepts:

The Topper

Theme of the topper images are of images that are easily identifiable with the town, its industries and its history.

The invitation to stay.

Words are strong emotional connectors and "Welcome Stettler" says welcome to the people of Stettler. Stettler Welcomes You is an invitation to stay and visit. The placement of the wording also includes the event or business that is featured on the banner it self. It is not just the Town of Stettler "Welcoming You" it is Stettler's *Wish Kitchen and Gift* or *Stettler's Farmers Market*, that welcomes you to town. It is a relationship in the mind of the viewer. In a world where impulse and psychology are defining economics, anything that keeps a person here and invites them to stay can only be beneficial to the town.



If 2 banners are placed on the same pole they will have a continuing topper. For example, the Tractor image will have either cattle, bales of hay or a grain elevator on the adjoining banner .

Unique and solely our own.

The images on the banners will be copyright protected and created from images that are Stettler. There will be **no clip art**, and no other town will have access to these images for the duration of the project. Creating an unique identity that is ours is important to retaining and creating future investment and growth in our town. "*If someone tells two friends and they tell two friends...*". We are not just looking for tourist growth or pretty banners, we are looking to help create long term identifiable and sustainable growth in our town. The tourism term for this is the "perceived authenticity, and attachment of tourism destinations"³.

Who Can Have a Banner?

Banners would be available to businesses, organizations or events - individuals are not eligible. They must provide a logo for use on the banner (within the specifications offered to them).

Banner Construction:

The banners will be constructed of top quality materials intended for winter climates. The size we are suggesting is 24" x 48" - the same size as the current red and white Heart of Alberta banners. They would be double sided and made of mesh vinyl (this allows the wind to pass through them and extends their life). Banners would be mounted on quality pole banner hardware, which again helps to extend the lifetime of the banner.

Banner Cost: In the initial year, each banner would cost the business or organization \$495 + GST. This fee will cover the costs of the: banner, pole brackets and installation. We have 3-5 year life expectancy for the banners and will use 3 years as our target for changing the banners. This ensures that the banners are in good shape so they represent the business and town well. If a banner is rendered unusable in the first three years, it would be replaced by the project at no cost to the business or town. The **VALUE** of the banner is 24/7 and the cost is roughly the cost of one medium advertisement in the weekly newspaper.⁴

When the business buys the banner, they have the option to sign a three year agreement on that banner (no changes to the banner/logos) at \$295 + GST per year for year 2 and 3. If at the end of the pilot project, and the banners in use are still evaluated as being in good, usable shape, then we could extend this rate to another year. If they choose to do just the one year contract, then that banner spot comes up as available for the next year at the \$495 + GST.

With a proposed sale of 200 business and organization banners, we would provide the Town of Stettler would receive a total of 50 free banners by the end of the 3 year project. The logos for them would be decided by the project managers and the town representatives. 15 banners would be provided the first year, 15 the second year and 20 the third year. Some of these

³ <https://www.sciencedirect.com/science/article/pii/S026151771500134X>

⁴For example, The East Central regional paper advertising for the Tourist Magazine this year is \$656.00 for a full page and \$358.00 for a half page color ad.

banners could be seasonal - that is they would be changed when the Christmas lights are put up and taken down (so they would alternate between a Christmas theme and a "rest of the year" theme).

Benefits to Town of Stettler

In terms of dollar figures (based on 200 banners sold) - 15 banners the first and second year would represent a value to the town of \$7425.00 each year. The value on the third year banners would be \$9,900 for a total value of banners over the 3 years: \$24,750. **This is provided at no cost to the town or taxpayer.**

This project has the potential to provide significant beautification to the Town of Stettler. It involves the businesses and organizations, giving them ownership to the process. In addition, the banner sales, procurement and administration of the project are done by the project managers and are included in the banner fees. The installation of the banners would be done by the Town of Stettler staff, ensuring that they meet local codes and requirements.

The project managers also anticipate being able to support other beautification projects in town as the project rolls out. **In short, the Town of Stettler can have credit for a great town project that is innovative without the cost, time, and headaches to develop it themselves.**

This project is also being developed, designed and created by people who live and work here. In the past, the town banners have been designed and produced in Calgary. It is with a love and understanding of our town and its dynamics that we have designed this project. Who has more heart about the Heart of Alberta than someone who lives and works here? We are vested in our town's success.

Project Managers will be responsible for:

Design development: this project has been a 6 year design challenge, all of the design ideas and color combinations have been developed by the project managers themselves. To keep costs low and encourage participation from community groups and businesses, the project administration, labour and design costs are being reduced in the first year and will be spread out using the 2 year renewal fee to recoup costs (project managers carry the risk).

Overseeing the project which will include:

Sales, and marketing:

We will be the people selling the banners to businesses and organizations. Answering their questions and creating their banners.

Banner Creation:

- Obtain print ready logos for designing into business' banners (logo design extra if needed)
- Design banners with coordinated themes that represent Stettler
- Production of banners – ordering, procurement, quality control, replacement, etc.
- Obtain banner hardware for installation
- Sorting banners into installation groups for town

By-law Compliance:

Includes both with the Town of Stettler, and the Department of Highways. We will work with both levels of government to comply with issues that may arise.

We will be setting precedence for this type of project to be approved by the Department of Transportation. It is important that the design meet their approval and restrictions.

Product Research and Development:

Includes design, brackets and banner materials, ensuring we have a quality product and at a good price.

Installation of Banners:

Overseeing the allocation of banner locations, and colours to create a balanced color block. Also to enable both fair competition and balance of information.(ie a car dealer cannot follow another car dealer).

Conduct an Annual review of banners including:

- Feedback/evaluation of project.
- Who is renewing/buying new banners
- Work them into the banner scheme for the town

Banner Inspections:

The care, repair or replacement of the banner should it be damaged (this would be covered in the renewal fees each year.) The results of this process would allow for evaluation of not only materials, designs and chronological results but would also provide banner project updates to the Town, if required, the Department of Highways. It would allow for changes in the project to be fluid and proactive in nature.

As project managers we have established policies and procedures regarding the banner project, moving forward. It is designed to be as fair as possible for every business, and organization with the goal of equal opportunity, and transparency. Administration of policies and procedures around the banners – i.e.: can a business request location for banner, color requests, replacement policies, yearly fees policies, three year sign up policy, color blocking, design features, acceptable wording/information, etc. etc. (This should be put up on the website page/supporting documentation.) These policies may be amended with the support/consultation of Town of Stettler, and the Department of Transportation and Highways.

Banner Regulations Rules :

Banner participants:

The project is open to all businesses that hold a valid business license and location within the Town Boundaries of Stettler. (due to possible traffic, parking and bylaw restrictions home based businesses may not be included). As a result, the decision to allow "home based businesses" to purchase banners will be decided at the towns discretion.

Any community organization (not for profit) is permitted to purchase a banner. If the organization is part of a larger provincial, country or international organization it is the responsibility of that community organization to get the required permission to use established logos and trademark information.

Location of Banner:

A banner cannot be in front of the business it represents unless requested and available after the lottery process.

A banner cannot be in front of a direct competitor of that business.

A company cannot pick only the banner background colors that are associated with their brand. They can however utilize the middle section of the banner.

A company cannot pick its banner location: the locations will be allocated via lottery for fairness.

A banner cannot be attached to a pole that contains a Dept of Highways signage unless pre-approved.

Design:

A banner cannot be a color that is the blue or green associated with the Department of Highways signage to avoid brand and direction/information confusion.

As per Department of Highways requirements, no directional arrows can be placed on a banner.

A banner cannot contain promotional information or advertising that may lead to misinterpretation of the services provided. No double entendres for example. A description of the service provided can be included such as restaurant, art shop, garage, etc...

Allocation and Vacant Poles:

If a banner pole becomes vacant due to non renewal or the business closes- that banner pole will be given to a business or organization first on an assigned waiting list.- "first come first serve" or can be first given to a business that has newly opened or who has not already taken a banner pole previously.

If 2 competitors are lottery chosen consecutively, then the first stays in that spot and the second is placed back in the lottery. The same also applies if the business has more than one banner in the lottery.

Complaints can be logged to the project committee and in cases of compliance may be resolved with the assistance of the Town or.

The Project Committee will include:

Both project managers, a member of the Board of Trade or the Town. This committee would report back to the Town about problems and progress made on the project.

Evaluating the success.

At the end of each year, or when signing for a new year, each shareholder or banner organization will be given a short evaluation survey to fill out that will assist in the further development of the project. This evaluation will be presented to the Town Council, and will influence/determine changes that might be made for the next year.

"The price of doing the same old thing is far higher than the price of change."

—Bill Clinton

"If you always do what you've always done, you'll always get what you've always got." —Henry Ford

Stettler

REGIONAL BOARD OF TRADE



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April 3, 2018

Re: Community Banner Proposal

Dear Mrs. Hatch;

Thank you for your presentation to our board on March 13th. Our board was impressed with the Community Banner proposal that was presented to us. The time you have taken to research materials and similar projects was very beneficial to help with answering questions and concerns. We appreciate the support to use local businesses in the area to complete the project. We understand that this project is still in a preliminary stage and that changes may need to be made and that more questions may come forward.

The Stettler Regional Board of Trade would like to show our support in moving the project forward. The community banner proposal is a unique idea that could offer benefit to the businesses in Stettler meanwhile adding colour to our community. Please feel free to contact our office if you have any questions or concerns.

Sincerely,



Matthew Wall

President