

STAFF REPORT: Recreation Department



REPORT TO: Infrastructure & Recreation Committee
MEETING DATE: September 14, 2010
REPORT NO.: DOR 10 41
SUBJECT: Beaver Valley Athletic Association Request for signage Installation
PREPARED BY: Shawn Everitt
 Director of Recreation

A. Recommendations

THAT Council receive Staff Report DOR 10 41 “Beaver Valley Athletic Association Request for Signage Installation” and approve the installation of Beaver Valley Athletic Association sponsor signage at Moreau Park and Tomahawk Recreation Complex.

B. Background

At the June 22, 2010 Infrastructure and Recreation Committee Meeting correspondence from the Beaver Valley Athletic Association was received. This correspondence requested the installation of one 4’ x 8’ sign at Moreau Park and one 4’ x 8’ sign at the Tomahawk Soccer Pitch area.

These signs are to identify the major sponsors of the Beaver Valley Athletic Association and will also include The Blue Mountains Logo as a sponsor. Town Staff will have the right to approve the sign artwork and will also install signs at the locations specified by Town Staff.

Typically in the past signs of this type have not been installed in these parks. Town Staff believes that these signs will increase awareness of the Beaver Valley Athletic Association along with showing the Town’s support in promoting the Association and the Minor Sports which it provides to the residents of the Town and neighbouring communities.

C. The Blue Mountains’ Strategic Plan

Supporting the development of social and recreational programs to meet the broad range of needs in the community

D. Environmental Impacts

The use of natural tone colours will provide a positive visual effect to visitors of the Parks.

E. Budget Impact

Staff time to install signs
Approximately \$200.00 from Parks operational budget

F. Attached

- 1) Beaver Valley Athletic Association Correspondence

Respectfully submitted,

Signature

For more information, please contact:
Shawn Everitt
severitt@thebluemountains.ca
519-599-3131 ext 281



Beaver Valley Athletic Association
Box 213
Clarksburg, ON N0H 1J0
www.bvaa.ca

Baseball - Figure Skating – Hockey - Power Skating - Soccer
Catering - Fundraising

Dear Shawn,

The BVAA started a corporate sponsorship program last year. This program allows businesses to donate to the BVAA on an annual basis and allows all sports to benefit from the program. To recognize these sponsors, the BVAA would like to post signs at Moreau Park (the ball diamonds) and Tomohawk (the soccer fields), listing these business who have been so generous to us. These signs have been made by the BVAA and the BVAA would keep these signs maintained and updated as necessary. We would ask permission from the Town of The Blue Mountains to post these signs at the above locations.

In addition, we would like to add the Town of the Blue Mountains to our signage boards in recognition of your on going support of all our youth programs.

Thank you for your time.

Sincerely,

Cindy Lennox
BVAA President

For Youth – We Strive!