



June 12, 2012

Members of Council  
Town of The Blue Mountains  
26 Bridge Street  
Thornbury, ON  
N0H 2P0

To Members of Council,

Cedar Run Horse Park has been working with Shawn Everitt of the Recreation Department for several months to try and determine an agreeable scenario whereby we can promote our upcoming large events through roadside signage, similar to those used during election campaigns.

Roadside signage throughout our community is one of the most effective methods of both creating awareness for an event but also helping to lead people to their destination and as such is an integral marketing tool. We understand that currently there are no bylaw restrictions in place, however that we may still require special permission from Council to proceed with a program through which we could install these signs prior to an event and remove them directly following.

This is what we had originally proposed:

- Cedar Run would be allowed to put up 'bag' signs in pre-determined locations throughout the Town of the Blue Mountains, being sure to avoid close proximity to any intersections and roadside directional signage (speed limits, etc.) to not distract drivers from these important signs
- Cedar run would put up these signs for the weekend prior to the start of an event, and remove them within 24 hours following the event
- Quantity of signs is negotiable however we'd request 50 spread out throughout the Blue Mountains
- Cedar Run would be willing to pay a permit fee & deposit and abide by any restrictions on setbacks, etc. It had been suggested that upon payment of the permit fee & deposit, we would be issued the number of small stickers that we were approved for quantity of

signs, and we would adhere those to all signs so that if any by-law officer were to inspect they would find it was an approved sign. We would also provide a map of where the signs were put up. Once all signs were removed 24 hours following the event, our deposit would be refunded.

### **Proposed Events:**

Here is a list of proposed Cedar Run events we would like to promote:

- Cedar Run Classic & Tournament (July 4-8 & 11-15)
  - Sign installation: June 28<sup>th</sup>
  - Sign removal: July 16<sup>th</sup>
- Cedar Run Blue Mountains Celebration (August 8-12)
  - Sign installation: August 2<sup>nd</sup>
  - Sign removal: August 13<sup>th</sup>
- Cedar Run Rodeo Weekend featuring The RCMP Musical Ride
  - Sign installation: August 16<sup>th</sup>
  - Sign removal: August 26<sup>th</sup>

We would also welcome an opportunity to pay a fee to promote our events through any proposed Gateway Signage for The Blue Mountains if there was the opportunity to do so.

We appreciate your consideration of our proposal and would ask that this matter be addressed promptly as our proposed start date is only weeks away. If you would like us to appear before council to answer any questions or address concerns we would be happy to do so. We have been working on this with the Recreation Department since the Fall of 2011 and must stress the importance of the on-the-ground promotional signage to the long-term success of these events and the positive economic impact they will have on the Blue Mountains long term.

We look forward to your response.

Sincerely,

Nicole Paara  
Director, Events & Marketing  
Cedar Run Horse Park  
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cc. Peter Lush, Cedar Run Horse Park  
cc. Shawn Everitt, Director of Recreation, Town of the Blue Mountains