



Staff Report

Community Services

Report To: Committee of the Whole
Meeting Date: March 13, 2017
Report Number: CSPW.17.041
Subject: RTO7 Wayfinding Signage Correspondence Follow Up
Prepared by: Shawn Everitt, Director of Community Services

A. Recommendations

THAT Council receive Staff Report CSPW.17.041 entitled "RTO7 Wayfinding Signage Correspondence Follow Up" for information purposes.

B. Overview

This report is a follow up to correspondence received by Council on October 17, 2016 included as Attachment 1 to this report. Staff will not be recommending submission of partnership funding in 2017.

C. Background

In 2015, the Town successfully partnered with the Regional Tourism Organization 7 (RTO7) and had VU-2 wayfinding signage constructed and installed in the Thornbury core area.

Staff reviewed the correspondence received by Council, however, staff did not identify any additional wayfinding signage in the 2017 budget and did not pursue the RTO7 Partnership Program.

D. Analysis

Staff suggest that the Town's upcoming Community Improvement Plan, Engineering Standards and Streetscaping Plan identified to be completed in 2017 and 2018 will be 3 key processes to provide direction on future wayfinding strategies and sign standards.

In addition, consultation with Grey County and the Ministry of Transportation will determine acceptance or resistance to existing RTO7 program.

The RTO7 Partnership Program has historically been offered annually and staff recommend that the Town continue to communication with the RTO7 during the development of the above noted processes to ensure that funding opportunities are reviewed at the appropriate time.

E. The Blue Mountains Strategic Plan

Goal #2: Engage Our Communities & Partners

Goal #3: Support Healthy Lifestyles

Goal #4: Promote a Culture of Organizational & Operational Excellence

Goal #5: Ensure Our Infrastructure is Sustainable

F. Environmental Impacts

None at this time.

G. Financial Impact

None at this time.

H. In consultation with

Michael Benner, Director of Planning and Development Services

Reg Russwurm, Director of Infrastructure and Public Works

I. Attached

1. October 17, 2016 RTO7 Correspondence

Respectfully submitted,

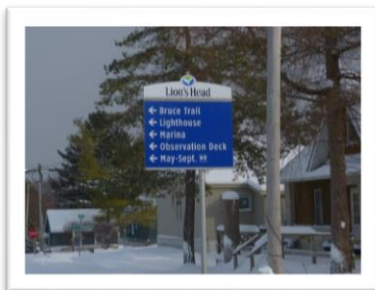
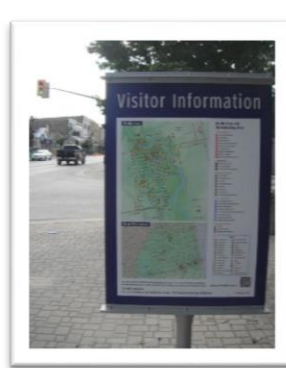
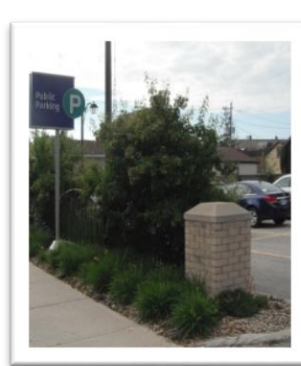
Shawn Everitt
Director of Community Services

For more information, please contact:
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RTO7 Partnership Program

Tourism Wayfinding Signage





Are you potentially missing out?!!

What do Innisfil, County of Simcoe, Brockton, Lion's Head, Grey County, Sauble Beach, Nottawasaga Valley Conservation Authority, Huron-Kinloss, Town of the Blue Mountains, Saugeen Valley Conservation Authority, Bruce County, Cycle Simcoe, Northern Bruce Peninsula, the Grey-Sauble Conservation Authority and others across **BruceGreySimcoe** share that tells visitors and tourists that they are on the right path to your door?

That is attractive, instantly recognizable, familiar and reassuring?

That has matching funding available for planning, fabrication and installation?

The RTO7* Tourism Wayfinding Signage System!

*The images on the previous page are samples from across the region of different types of signage installed using the [Regional Tourism Organization 7 \(RTO7\) Tourism Wayfinding Signage Standards & Specifications Manual](#). This signage system (which includes *tourism* wayfinding signage and interpretive signage/kiosks i.e. paddling, cycling, hiking trails) may be undertaken by any one or combination of Municipalities, Counties, Conservation Authorities or Recreational Organizations.

Quick Facts:

- \$1:\$1 (matching) funding is available to install signs that meet this specification
- The minimum partner contribution is \$10,000 (which leverages to \$20,000)
- Partners are responsible to plan project and conduct procurement
- Signs must be fabricated within the RTO7 fiscal year (April 1 – March 31) in which you apply (and installed by the first quarter of the following fiscal i.e. by June 30)
- Funding only applies to this particular signage system and not to other sign types or specifications
- Applications for our 2017/18 funding will be available February 2017 and projects can begin April 2017 but if you are interested let us know now/asap so we can plan!

For more information, see the [2016/17 Tourism Signage application](#) or contact Alex Hogan, Project & Administration Manager at RTO7 (705-441-2931) or ahogan@rto7.ca.