

# **Town of Riverview**

## **COUNCIL REPORT FORM**



Presented to: Council

Department: Corporate Services Department

Date: September 6, 2018

Subject: Holiday Lighting Budget

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### **BACKGROUND**

The Town of Riverview's Light Up Riverview Committee was established in March 2016 and given the mandate to create a Holiday Light Display that would make Riverview a destination for visitors and a source of pride for our residents. To date, the project has been an overwhelming success which has attracted visitors from neighbouring communities, involved school children who help in assembling the lights and saw an increase in holiday shopping. Over the past two years, through budget funding from Council, sponsorships from businesses, a Canada 150 grant and the installation of underground infrastructure, the lights now extend from the Chocolate River Station to just beyond Pine Glen Road. Not all trees have been lit in this area, but the committee made the decision to skip some trees so the lights could extend further and light the significant trees in future years.

The committee has reviewed their options for 2018 and in order to reach the Gunningsville Bridge with the lights, additional electrical upgrades will have to be completed. The committee has decided to make that their priority this year with the bulk of their budget, \$18,000, being spent on this upgrade. A portion of the budget, \$3600, will also go towards annual repairs and maintenance of the existing lights. Approximately \$10,000 of the budget will be spent on upgrading the Gazebo with new lights, greenery, wreaths and bows.

### **CONSIDERATIONS**

#### **Legal:**

There would be no legal issues associated with this request.

#### **Financial:**

The committee is looking to increase the current year's budget of \$36,000 to include the options outlined below.

#### **Policy:**

No policies would be affected by this request.

### Stakeholders:

Both the business community and the residents of Riverview benefit greatly from Light Up Riverview Campaign. The lights attract visitors and shoppers to our community and a huge sense of pride is evident in our residents.

### Strategic Plan:

The Light Up Riverview campaign satisfies a number of our Strategic Plan objectives such as

- Promote Riverview as an inclusive community with a good quality of life for residents.
- Design and implement community events and programs to increase community pride, citizens' engagement and wellbeing.
- Foster civic engagement and volunteerism.
- Retain and grow our strong local business community.

### Interdepartmental Consultation:

The Light Up Riverview committee has representatives from Parks & Recreation, Economic Development and Corporate Services who work together with both the Mayor and representatives from the business community to ensure planning is consistent with our mandate.

### Communication Plan:

The Light Up Riverview Campaign is well communicated every year through the Mayor's tree lighting event, the Shop Riverview campaign, the Holiday Hoopla event and a variety of Facebook and website posts.

## **OPTIONS**

As this year's expenditures will not result in any further extension of the lighted trees from last year, the Light Up Riverview Committee is requesting that Council consider raising the committee's budget, for this year only, to allow for either one or both of the following options. Staff will be directed to cover these additional costs within the current 2018 projections.

Option A – Install new lights from the small pergola to the covered bridge at an approximate cost of \$22,000.

Option B – Fill in significant missing trees from previous years at an approximate cost of \$23,000.

## **RECOMMENDATION FROM COMMITTEE**

The Committee recommends an increase in the 2018 budget for the Light Up Riverview Campaign for the installation of new lights on the trees along the riverfront from the small pergola to the covered bridge and on the significant trees missing lights between the Chocolate River Station and the pergola at an approximate cost of \$45,000.

Staff are directed to cover this additional expenditure within the current 2018 projections.