

# **THE CORPORATION OF THE MUNICIPALITY OF MISSISSIPPI MILLS**

## **STAFF REPORT**

**DATE:** April 20, 2021

**TO:** Committee of the Whole

**FROM:** Tiffany MacLaren, Community Economic & Cultural Coordinator

**SUBJECT:** **Community Digital Sign Policy and Fees**

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### **RECOMMENDATION:**

**THAT Committee of the Whole approve the new Community Digital Sign Policy along with the Fees and Conditions Document.**

### **BACKGROUND:**

The Municipality of Mississippi Mills has installed a Community digital sign located at 182 Bridge St. in Almonte. The digital sign is intended to promote the municipality's commitment to increasing communication to our community. Its secondary purpose is to help with the promotion of community & charity events.

### **DISCUSSION:**

The digital sign is viewed by the public as a representation of the Municipality, and therefore, will be operated in a manner that reflects and enhances the values of the Municipality of Mississippi Mills. Staff developed a policy and recommended fees. The purpose of this policy is to set rules regarding nonmunicipal advertisements placed on the Municipality's digital sign.

The draft policy, fees and conditions are attached.

### **FINANCIAL IMPLICATIONS:**

As outlined in the policy. Programs, Charities and Service clubs who submit charity or community advertisements will receive two (2) weekly advertisements free of charge in each calendar year. After an organization has used its two (2) free weekly charity or community advertisements, advertising space will be available for the pricing available as per the General Fees and Charges By-law.

## Recommended Community Digital Sign Fees

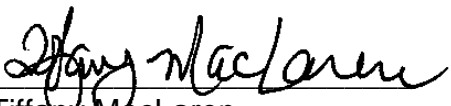
Duration	Fees	Details
1 week	\$35.00	Monday to Monday
1 month	\$125.00	Consecutive
3 months	\$300.00	Can be broken into 3 different month blocks
6 months	\$450.00	Can be broken up into 6 different month blocks
1 year	\$7500	Messaging can change up to 12 times a year.

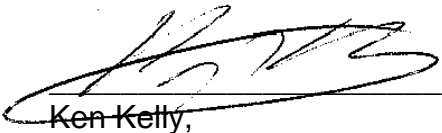
### SUMMARY:

The digital sign is viewed by the public as a representation of the Municipality, and therefore, will be operated in a manner that reflects and enhances the values of the Municipality of Mississippi Mills. Staff recommends that Committee of the Whole approve the attached policy, fees, and conditions.

Respectfully submitted by,

Reviewed by:

  
Tiffany MacLaren,  
Community Economic & Cultural  
Coordinator

  
Ken Kelly,  
CAO

### ATTACHMENTS:

1. Community Digital Sign Policy Draft
2. Community Digital Sign Fees and Conditions