



February 5, 2014

REPORT TO: Mayor and Council

FROM: Mark McCaig, CAO

SUBJECT: Town of Fort Frances Entrance Signage

At the Administration and Finance Executive Committee meeting of February 3, 2015, the matter of the entrance signs to the town were discussed.

Previously, Tannis Drysdale's report of the signage project was discussed at AFEC. Direction was provided to Ms. Drysdale to present some additional options and discuss the matter at the next meeting of the Economic Development Advisory Committee (EDAC). The EDAC had the opportunity to review 3 options for the entrance signs and recommended Option #3, which is essentially a replication of our new brand.

The recommendation from the Administration and Finance Executive Committee was to support EDAC's selection of Option #3.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'Mark McCaig', is written over the printed name.

Mark McCaig
CAO

COUNCIL APPROVAL OF THIS REPORT will approve the recommendation from the Administration and Finance Executive Committee to support the Economic Development Advisory's Committee selection of signage Option #3.

MM/kl

Report to Council Entrance Signs

RE: Signage
FROM: EDAC, Tannis Drysdale

DATE: January 6, 2015

Background

RRFDC has been successful in obtaining \$50,000 in funding from FedNor to assist with converting signage in Fort Frances to the new brand. It is our intent to refurbish existing tourism signage with the funds. The first signs we have identified to replace are the entrance signs.

We have, through quotes from all local signage companies identified that we cannot afford to replace the signs using a slate material as represented as an option. Replacing the existing signs with the crezone or similar option as specified by the design team at Twist Marketing is affordable and the preferred construction.

Request to Council

To advance this project, we are requesting that Council determine which of the two designs represented below they would like to use for the new entrance signs.

The preference of the Economic Development Office is for the bottom design, as it would be less likely to break or be vandalized. Given that the sign on the east end of Town is visible from the back we also must find a solution for what would be an issue with logo inverted on one side, but this is not an insurmountable challenge if Council prefers this option.

RAISED ALUMINUM
 LOGO WITH ROD SUSPENSION
 ICON POWDERCOATED TO MATCH
 PANTONES

FORTFRANCES
 BOUNDLESS

LIGHT COLOURED
 SLATE OR LIGHT GREY
 PAINTED CREZONE BACKING

EXISTING STRUCTURE



RAISED ALUMINUM
 LOGO POWDERCOATED WHITE

FORTFRANCES
 BOUNDLESS

DARK COLOURED
 SLATE OR DARK GREY
 PAINTED CREZONE BACKING

EXISTING STRUCTURE

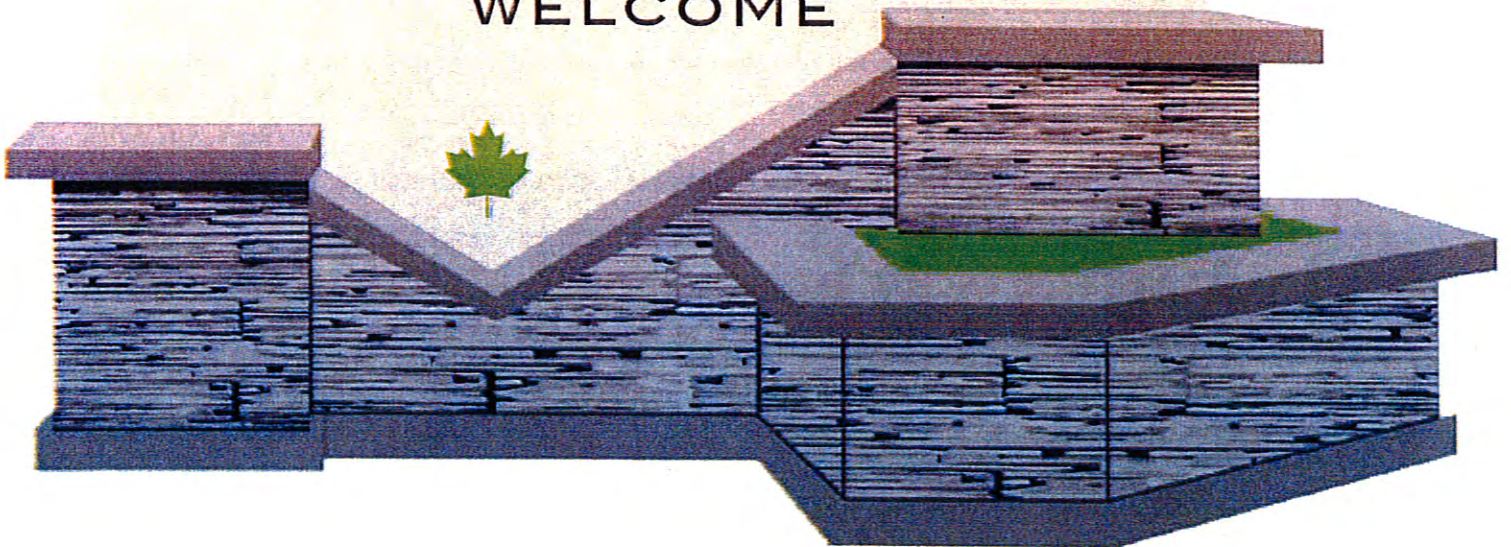


OPTION #1



FORTFRANCES

WELCOME



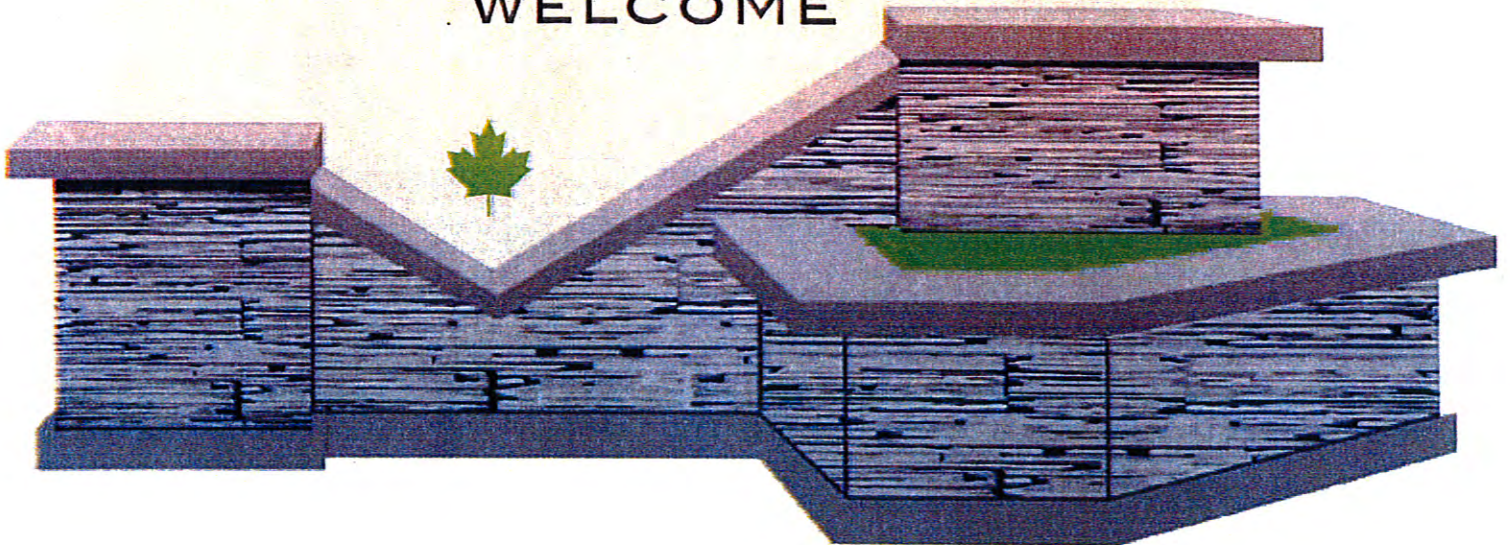
OPTION # 2



FORTFRANCES

BOUNDLESS

WELCOME



OPTION #3

