

## Implementation Proposal – Haldimand County’s Comprehensive Signage Strategy

Budget Option #1 – By Brand Impact			
Gateway Signs	Approximate Number of Signs	Total Cost	Justification
Gateway Signage (GV, GW, GA)	24	\$89,300 (Total)  <b>Cost Breakdown</b> Gateway Vehicular \$85,500  Gateway Waterway \$800  Gateway Active \$3,000	<p>County gateways are a great location to unveil new branding efforts, demonstrating progress, civic pride, and a new look as these signs provide a uniform entry experience, and provide context for other new signage.</p> <p>Budget is currently available to replace these signs as many existing gateway signs have been installed longer than their recommended lifecycle.</p>
Wayfinding Signs - High Priority Centers  (Caledonia, Cayuga, Dunnville, Hagersville, Jarvis)	137	\$449,500	<p>Signing high-ranking communities/destinations, to promote desirable assets could be a priority as these communities account for the largest economic spend within the County. Getting travelers to these communities and using these assets may result in additional economic spend.</p> <p>Wayfinding signs directing visitors/residents to assets also need to be done comprehensively on a community basis as these signs are dependent on one another, and collectively make up a wayfinding circuit.</p>

<p>Wayfinding Signs – Medium Priority Centers</p> <p>(Selkirk, Townsend, Lowbanks, Port Maitland/Stromness, Fisherville, Nanticoke)</p>	41	\$128,000	<p>Signing medium-ranking communities/destinations, to promote desirable assets, could be a priority, as these locations often have the largest associated economic spend after the major population centers usually due to seasonal activities or opportunities for increased economic spend in the future (ie. Nanticoke). Getting travelers to these communities and using these assets may result in additional economic spend.</p> <p>Wayfinding signs directing visitors/residents to assets also need to be done comprehensively on a community basis as these signs are dependent on one another, and collectively make up a wayfinding circuit.</p>
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Budget Considerations	
Option #1 – Proceed with sign installations on a community basis and budget the replacement cost over several years. Total cost for community replacement (based on high/medium priority signs).	
Total High Priority Signs: \$538,800   Total High & Medium Priority Signs: \$666,800. If these costs were spread over a multi-year period, the following annual budget would be required.	
3 Years	High Priority - \$179,600/ per year Medium & High Priority - \$222,270/ per year
5 Years	High Priority - \$107,760/ per year Medium & High Priority- \$133,360/ per year
8 Years	High Priority- \$67,350/ per year Medium & High Priority- \$ 83,350/ per year

Budget Option #2 – By Economic Impact			
Signage Program	Approximate Number of Signs	Cost for Signs	Justification
Gateway Signage (GV, GW, GA)	24	\$89,300 (Total)  <b>Cost Breakdown</b> Gateway Vehicular \$85,500  Gateway Waterway \$800  Gateway Active \$3,000	<p>County gateways are a great location to unveil new branding efforts, demonstrating progress, civic pride, and a new look as these signs provide a uniform entry experience, and provide context for other new signage.</p> <p>Budget is currently available to replace these signs as many existing gateway signs have been installed longer than their recommended lifecycle.</p>
Wayfinding Signs - High Priority Centers  (Caledonia, Cayuga, Dunnville, Hagersville, Jarvis)	137	\$449,500	<p>Signing high-ranking communities/destinations, to promote desirable assets could be a priority as these communities account for the largest economic spend within the County. Getting travelers to these communities and using these assets may result in additional economic spend.</p> <p>Wayfinding signs directing visitors/residents to assets also need to be done comprehensively on a community basis as these signs are dependent on one another, and collectively make up a wayfinding circuit.</p>

<p>Cycling Routes</p> <p>Please note this is an approximate calculation based on last cycling sign purchased at \$756.00. There are 137 signs for the opposite way.</p>	80	\$60,000	<p>Haldimand County's main tourism offerings center around nature based activities such as cycling. Often when these travelers (cyclists) come to the area they have significant spend on dining, accommodations and retail. Improving experience for these visitors will result in additional economic spend in the region.</p> <p>Budget is also available to replace this type of signage.</p>
<p>Tourism and Agricultural Directional Signage</p>	<p>No cost associated with this program as this is a cost recovery initiative</p>	TBD	<p>This Pay to Play program is a wayfinding system that supports private tourism and agriculture generating destinations outside of publicly operated destinations. Signs are independently funded by private business that subscribe to the program.</p> <p>Directing individuals to these locations will encourage additional spending within the community and have low budget implications (as this is a cost recovery program).</p>

Budget Considerations	
Options #2 – Proceed with sign installations on economic impact/ brand impact basis and budget the replacement cost over several years. Total cost for this replacement type: \$600,300.	
If these costs were spread over a multi-year period, the following annual budget would be required.	
3 Years	\$200,100/ per year
5 Years	\$120,060/ per year
8 Years	\$75,040/ per year

## Budget Information on Community Basis

Signage Program	Approximate Number of Signs	Cost For Signs
<b>Caledonia<sup>1</sup></b>		
Wayfinding (DVU,DVL,DW)	30	\$97,000
<b>Dunnville</b>		
Wayfinding (DVU,DVL,DW)	46	\$ 146,500
<b>Jarvis</b>		
Wayfinding (DVU,DVL,DW)	13	\$41,500
<b>Cayuga</b>		
Wayfinding (DVU,DVL,DW)	28	\$ 96,500
<b>Hagersville</b>		
Wayfinding (DVU,DVL,DW)	20	\$68,000
<b>Selkirk <sup>2</sup></b>		
Wayfinding (DVU,DVL,DW)	7	\$23,500
<b>Townsend</b>		
Wayfinding (DVU,DVL,DW)	6	\$19,500
<b>Lowbanks</b>		

<sup>1</sup> Red Coded Locations – Are high priority destinations where high traffic and significant economic spend occurs

<sup>2</sup> Yellow Coded Locations – Are medium priority destinations where traffic is high seasonally; areas with community amenities; or areas where commercial land is available.

Wayfinding (DVU,DVL,DW)	8	\$24,000
Port Maitland & Stromness		
Wayfinding (DVU,DVL,DW)	10	\$31,000
Fisherville		
Wayfinding (DVU,DVL,DW)	4	\$12,000
Nanticoke		
Wayfinding (DVU,DVL,DW)	6	18,000
Canborough <sup>3</sup>		
Wayfinding (DVU,DVL,DW)	5	\$15,000
Kohler		
Wayfinding (DVU,DVL,DW)	4	\$12,000
Cheapside		
Wayfinding (DVU,DVL,DW)	7	\$21,000
Rainham		
Wayfinding (DVU,DVL,DW)	5	\$15,000
Canfield		
Wayfinding (DVU,DVL,DW)	3	\$9,000
York		
Wayfinding (DVU,DVL,DW)	9	\$30,000

<sup>3</sup> Green Coded Locations – Are lower priority destinations where there is lower traffic and less amenities



### Existing Signage Budget Available (Capital Budget)

	Prior Years' Budget Carryforward	2022 Approved Budget	Life-To-Date Budget	Proposed Budget Amendment	Proposed Life- To-Date Budget
<b>Expenditures</b>					
821004 - Comprehensive Signage Strategy	\$3,900	\$0	\$3,900	\$118,400	\$122,300
825001 - Promotional and Directional Sign Replacement	\$10,200	\$46,000	\$56,200	\$(56,200)	\$0
825003 - Tourism Product Development - Cycling	\$2,200	\$60,000	\$62,200	\$(62,200)	\$0
<b>Total Capital Expenditures</b>	<b>\$16,300</b>	<b>\$106,000</b>	<b>\$122,300</b>	<b>\$0</b>	<b>\$122,300</b>
<b>Funding (CRR-General)</b>					
821004 - Comprehensive Signage Strategy	\$3,900	\$0	\$3,900	\$118,400	\$122,300
825001 - Promotional and Directional Sign Replacement	\$10,200	\$46,000	\$56,200	\$(56,200)	\$0
825003 - Tourism Product Development - Cycling	\$2,200	\$60,000	\$62,200	\$(62,200)	\$0
<b>Total Funding:</b>	<b>\$16,300</b>	<b>\$106,000</b>	<b>\$122,300</b>	<b>\$0</b>	<b>\$122,300</b>