



Corporation of the Township of Brock

Staff Report to the Mayor and Members of Council

From: Ingrid Svelnis

Position: CAO

Title / Subject: Smallmouth Bass Capital of Canada signage

Date of Report: January 31, 2023

Date of Meeting: February 6, 2023

Report No: 2023-TED-002

1.0 Issue / Origin

The Beaverton Lions Club has approached the Township offering to pay for and install a new entrance sign into Beaverton to be located at Simcoe/Regional Road 15, just east of Concession 5 on the north side of the road.

The design of the structure would need to be approved by Council and would involve Regional approvals as well. The biggest hurdle at this point is what the sign graphics will look like.

2.0 Background

During the previous term of Council, the Tourism Advisory Board recommended that the Township secure the designation of Brock Township being the **Small Mouth Bass Fishing Capital of Canada**. Council supported this recommendation. A small group of staff have been working with a lawyer to secure this "Official Mark" and it was recommended that we pursue **Small Mouth Bass Capital of Canada**.

The Beaverton Lions Club wish to incorporate a Council approved logo and wording into the signage they plan to donate to the Township.

Attached you will see the letter from Innovation, Science and Economic Development Canada that speaks to the work to date to secure the Official Mark approval.

The Township hired a graphic designer to provide mock samples of possible logos to capture the Small Mouth Bass Capital of Canada wording and theme, but the exercise hasn't

produced a logo everyone can agree upon. This challenge has prompted this report and the recommendation that follows.

3.0 Analysis

The recommendation is to approve a logo contest that captures the title of Small Mouth Bass Capital of Canada and includes a logo of a small mouth bass. The logo must also have a small spot where the **Brock Breathe It In** Township brand can be placed.

We recommend that the contest takes place over a period of 3 weeks and that we actively promote this contest through our local schools and community.

We also recommend that a committee of volunteers be selected to review the submissions and to select the top three designs that Council can consider for the entrances for Beaverton proper.

We would like to award the winner with a gift certificate of their choosing in the amount of \$250 in exchange for the ownership to be transferred to the Township. Official recognition of the winner would be scheduled to announce the winner.

Staff will need to speak to the Region before the contest begins to ensure that their requirements for signage to be on Regional roads are met. The Recreation and Leisure Coordinator can better explain these requirements as they were raised during the last logo review.

4.0 Related Policies / Procedures

None noted.

5.0 Financial / Budget Assessment

\$250.00 prize for the winner to be paid for from the Tourism Budget. Additional funds would also be required to change the logo into a format that can be easily used for promotions.

6.0 Climate Change Impacts

None noted

7.0 Communications

Communications will be planned for the contest through our various communication channels. Additionally, the contest stages will be shared, and the winner will be announced.

8.0 Conclusion

With the approval of the Small Mouth Bass Capital of Canada and with expectations to be able to use this branding, we are challenged with not having the approved logo and artwork in place. We will lose out on future funding for signage, etc. if we are unable to have a clear decision on this.

We will also require the approval in order to produce the signage and use the logo for other purposes to be granted the official Trademark.

9.0 Recommendation

BE IT RESOLVED THAT Report 2023-TED-002, Smallmouth Bass Capital of Canada signage be received; and
THAT Committee provide direction to staff on the recommended approach to secure a logo.