



Corporation of the Township of Brock

Staff Report to the Mayor and Members of Council

From: Alicia Bagshaw

Position: Recreation and Leisure Coordinator

Title / Subject: Recreation Guide Print Copies

Date of Report: April 19, 2023

Date of Meeting: May 8, 2023

Report No: 2023-PRF-011

1.0 Issue / Origin

Staff are requesting Council consideration for providing printed copies of the Spring/Summer Brock Recreation and Community Guide.

2.0 Background

On June 27, 2022 Council approved moving forward with a digital Recreation and Community Guide. This report also spoke to printing a small number of guides that would be made available at the Arenas, Libraries as well as the Municipal Office. The Digital Guide was released in March 2023 for the Spring/Summer edition, but no printed copies have been purchased to date.

3.0 Analysis

The digital Recreation and Community Guide is available on the Township website for viewing, and includes hyperlinks for contact information and website, which is not possible with a printed guide.

The digital format is beneficial in the sense that it can be edited and updated for any changes or cancellations that may occur once the guide has already been released.

4.0 Related Policies / Procedures

N/A

5.0 Financial / Budget Assessment

Staff obtained quotes for printing 200 copies of the Spring/Summer guide. The quote was approximately \$2254.00 plus applicable taxes.

The Recreation and Leisure Advertising Budget is \$6000, which is where the printing of the guide was historically funded.

The Township produces 2 guides each year, Spring/Summer and Fall/Winter. The pricing for printing 200 copies of 2 separate guides would have the cost increase to approximately \$4500 of the \$6000 budget. Using these funds for print copies takes a large portion of the advertising budget and essentially limits other advertising that may be considered for Recreation purposes.

6.0 Climate Change Impacts

The digital Recreation and Community Guide decreases and/or eliminates the waste of the printed guides that ultimately end up in the recycling.

7.0 Communications

Staff will continue to promote the digital guide through Social Media Channels, Email blasts, Township Newsletters and the Brock Citizen advertising.

8.0 Conclusion

Staff propose eliminating the requirement for providing print copies of the guide, and encourage Council and residents to utilize the online digital platform for the Recreation Guide.

9.0 Recommendation

BE IT RESOLVED THAT staff report 2023-PRF-011 be received; and

THAT committee support the request to eliminate the printed copies of the Recreation and Community Guide;