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**Township of Brock Interoffice Memorandum**

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To: Mayor and Member of Council  
From: Fernando Lamanna, Clerk & Deputy CAO  
Wayne Ward, Manager Facilities & IT  
Subject: Printed Recreation Guide Update  
Date: Monday, May 8, 2023

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The purpose of this memo is to outline and confirm key discussion points that arose from the Committee of the Whole (COW) meeting held on April 24, 2023.

**Background:**

At the COW meeting held on June 27, 2022, Council supported staff's recommendation to move to a digital platform for the recreation guide and passed the following motion:

*BE IT RESOLVED THAT staff report 2022-PRF-010, Digital Recreation and Community Guide be received; and  
THAT Committee support the request to move to a digital platform for the Recreation and Community Guide; and  
THAT staff be directed to prepare for a Fall/Winter 2022-2023 digital Recreation and Community Guide.*

At the COW meeting held on April 24, 2023, staff presented Report 2023-PRF-011 "Recreation Guide Print Copies" and recommended that Council support the request to eliminate the printed copies of the recreation guide as a number of area municipalities have moved to exclusive digital versions of their own recreation guide. In similar fashion, the Durham Region Waste Calendar is moving to a digital platform and no printed calendars will be available in fall 2023. Additionally, the finance department had moved from the traditional paper insert in the tax bill in 2022 to a digital flyer, accessed via a QR code.

Council felt that printed copies were still required on limited basis but felt the quotation for 200 printed copies at \$2,254 was excessive and directed staff to look for more economical solutions. Additionally, Council had requested staff look at sending post cards to each Brock household to notify residents that the recreation guide will be moving to a digital platform.

**Analysis:**

Reviewing the current Spring/Summer 2023 electronic guide at 36 pages, staff have determined that it could be reduced to 8-10 pages with Township specific programs or approximately 20-22 pages which would include non-profit community group information.

As staff realize that the promotion of non-profit community group information is important to Council's Non-Profit Committee Workplan, staff will attempt to include as much information as possible and consolidate space where available.

At the time of writing this memo, we have not received any updated quotations from local and area print companies, however staff obtained the following quotations from a popular online print company:

16 pages (cover+ 12 inside) – 250 copies - \$1008

24 pages (cover + 20 inside) – 250 copies - \$1533

36 page (cover + 32 inside) – 250 copies - \$2564

The later quotation for 36 pages aligns to the previous quote that staff obtain from an area print company, which would confirm that pricing seems to be relative. Staff wait for other quotations, including black and white options, prior to printing a limited number of Spring/Summer Guides.

In response to providing postcards to each Brock household, it is estimated that cost including Canada Post charges would be approximately \$1,500. Staff suggest that the distribution of the postcards, will coincide with the Fall/Winter Guide and will be utilized to promote civic engagement via the Township's social media platforms.

Budget for recreational program advertising is \$6,000 from which the printing of the recreation guides and postcards will be drawn from. Staff will be mindful of the printing costs for the recreation guides as this budget line also covers other advertising for recreation.

Respectfully submitted,



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Fernando Lamanna  
Clerk, Deputy CAO



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Wayne Ward  
Manager of Facilities & IT