



2021 Division Road North
Kingsville, Ontario N9Y 2Y9
(519) 733-2305
www.kingsville.ca
kingsvilleworks@kingsville.ca

Date: November 25, 2020

To: Mayor and Council

Author: Shaun Martinho

RE: Erie Shores Health Foundation Banner Project

Report No.: MS 2020-49

AIM

On behalf of Erie Shores Health Foundation, to seek relief from the fees outlined in Kingsville's Banner Policy for an initiative in support of their Signature Gala and their 'Care Happens Here' campaign.

BACKGROUND

Erie Shores Health Foundation raises funds for Erie Shores HealthCare and Erie Shores Hospice in Essex County. This organization works to ensure the funding needs of the Hospital and Hospice are met through community donations. Funds are then used for purchasing high priority medical equipment, operational shortfalls, and improving programs and services to residents and their families.

Last year the 25th annual Erie Shores Health Foundation's Signature Gala raised over \$520,000.00. At the event, they launched their 'Care Happens Here' campaign. It is the biggest in the foundation's history intending to raise \$15 million needed for a state-of-the-art Diagnostic Imaging Department and Health Information System. To help promote this initiative, the Foundation would like to launch a banner project in Kingsville.

DISCUSSION

The initiative will consist of 60 banners that will be hung in Kingsville and Ruthven. Each banner will feature the Foundations logo accompanied by #YouHaveUs, and feature one of the Galas primary sponsors. Sponsors include many local businesses, such as Double Diamond Farms, Nature Fresh Farm, and RZH Canada Ltd. As stated by representatives from the Foundation:

“We feel that it is beyond important to thank and recognize our community partners that support us, throughout the year, not just at gala time. This is a way we can give back to them as well as show our community the importance of these relationships. Especially at this time, with fundraising being put on hold, these partnerships are more important than ever.”

LINK TO STRATEGIC PLAN

Promote the betterment, self-image and attitude of the community.

FINANCIAL CONSIDERATIONS

The organization is requesting that the \$250.00 administration fee and the \$40.00 per banner installation fee be waived. In total, this amounts to \$2650.00.

CONSULTATIONS

Erie Shores Health Foundation
Infrastructure and Engineering Services

RECOMMENDATION

That Council approves waiving the fees outlined in Kingsville’s banner policy in support of the Erie Shores Health Foundation ‘Care Happens Here’ campaign.

Respectfully submitted,

Shaun Martinho

Shaun Martinho, H.B.Sc., MBA
Manager of Public Works and Environmental Services

G.A. Plancke

G.A. Plancke, Civil Eng. Tech (Env.)
Director of Infrastructure and Engineering Services