

Initiative to Replace Arches over Pelham Town Square

May 6, 2019

Concept: How Might We invite the community to present ideas on replacing the arches over Pelham Town Square?

Background:

As directed by Council at the April 15, 2019, regular meeting of Pelham Town Council;

THAT the Town reach out to the community to determine if there are other self-funded ideas or designs to take the place of the arches; and

THAT ideas from the community be submitted to the Town to be presented to Council; and

THAT a communication plan be prepared to describe how these ideas might be submitted.

staff has prepared an outline for the process to submit ideas, designs, and funding models for a structure to replace the arches on Pelham Town Square.

Through the Public Relations and Marketing Specialist, the Town will develop the following communication pieces to inform potential individuals/groups who may wish to submit their ideas to Council. Working on a presentation date to Council of June 17, 2019, the outline is as follows:

Tactic	Date
Press Release	Week of May 6 – to be in weekly papers for May 15 (Voice of Pelham); 16 (Niagara This Week)
Website – develop an information page with all pertinent information on how to submit the proposal and criteria to be met. Scrolling banner image will be developed for the landing page.	May 7, 2019
Print advertisements – Voice of Pelham	May 15, 29, June 5 – Voice of Pelham

From the Clerk's Department



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(cost estimate \$800)	
Social media posts – Facebook and Twitter (no cost)	Weekly, beginning May 9 through duration of proposal period
Newsletter	June 1

Individuals or groups will be asked to submit their proposals through the delegation request process, thereby submitting their materials and plans ahead of the June 17, 2019 meeting by no later than June 12, 2019. Individuals or groups who submit a plan will also be required to appear before Council to further outline their idea and plan as well as respond to any questions Council may have.

The process for appearing as a delegation will be referenced in all communications and staff will be available to assist in the process should individuals or groups require additional information on the process.

The steps outlined above will commence immediately so that individuals or groups have as much time as possible to prepare their plans for submission and presentation.

Groups or individuals submitting a plan must ensure they adhere to the following criteria when developing and presenting their proposal:

- Project must be 100 per cent self-funded
- Proposal must detail funding model for maintenance throughout structure's life span
- Proponent must submit a conceptual design, to later be supported by engineer's drawings
- Proponent must submit a timeline for construction

Next steps for working with the successful applicant will be determined based on Council's approval of the outlined plan.

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Draft newspaper ad: Quarter page (actual 5" w X 7.75" h); colour; Voice of Pelham



The Challenge:

The Town is seeking proposals from the Pelham community that will be self-funded and sustainable to replace the arches that formerly provided a feature over Pelham Town Square.

Our Recommended Solution:

BE IT RESOLVED THAT Council receive the report, "Initiative to Replace the Arches Over Pelham Town Square"; and

THAT Council endorse the plan to receive submissions from the Pelham community for proposals to replace the arches, that are self-funded and sustainable; and

THAT Staff be directed to proceed with the plan to launch the invitation to participate in this initiative to the community, as outlined in the report.