RECOMMENDATION


EXECUTIVE SUMMARY

Council requested additional information regarding the sales of town merchandise beyond what was provided in Report RCP 19-44 – Town Merchandise Sales History.

BACKGROUND

At the September 23, 2019 meeting, staff provided gross sales figures of Town merchandise for the period starting with January 1, 2017 until September 2019. It was requested that additional information about the cost of the inventory, the profit, the value of current inventory, and the value of merchandise given away be provided.

The table below provides that information:

<table>
<thead>
<tr>
<th></th>
<th>Sales Revenue</th>
<th>Cost of Goods Sold</th>
<th>Profit (Loss)</th>
<th>Year end/Current Inventory Value</th>
<th>Value of Gifts/Promotional Items*</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>$16,716</td>
<td>$10,844</td>
<td>$5,872</td>
<td>$28,400</td>
<td>$618</td>
</tr>
<tr>
<td>2018</td>
<td>$13,625</td>
<td>$8,915</td>
<td>$4,710</td>
<td>$23,423</td>
<td>$406</td>
</tr>
<tr>
<td>2019 (to Sept)</td>
<td>$7,135</td>
<td>$4,225</td>
<td>$2,910</td>
<td>$21,696</td>
<td>$916</td>
</tr>
</tbody>
</table>

*tradeshows, donated gifts, etc

CONSULTATION/COMMUNICATION

The information in this report was compiled jointly by staff from the Finance Department, the Economic Development Office, and Recreation, Culture & Parks.

FINANCIAL IMPACT/FUNDING SOURCE

There is no financial impact arising from this report.
COMMUNITY STRATEGIC PLAN (CSP) IMPACT

1. Excellence in Local Government
   ☐ Demonstrate strong leadership in Town initiatives
   ☐ Streamline communication and effectively collaborate within local government
   ☒ Demonstrate accountability

2. Economic Sustainability
   ☐ Support new and existing businesses and provide a variety of employment opportunities
   ☐ Provide diverse retail services in the downtown core
   ☐ Provide appropriate education and training opportunities in line with Tillsonburg’s economy

3. Demographic Balance
   ☐ Make Tillsonburg an attractive place to live for youth and young professionals
   ☐ Provide opportunities for families to thrive
   ☐ Support the aging population and an active senior citizenship

4. Culture and Community
   ☒ Promote Tillsonburg as a unique and welcoming community
   ☐ Provide a variety of leisure and cultural opportunities to suit all interests
   ☐ Improve mobility and promote environmentally sustainable living
Report Approval Details

<table>
<thead>
<tr>
<th>Document Title:</th>
<th>RCP 19-50 - Town merchandise sales history - supplemental.docx</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attachments:</td>
<td></td>
</tr>
<tr>
<td>Final Approval Date:</td>
<td>Oct 7, 2019</td>
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</tbody>
</table>

This report and all of its attachments were approved and signed as outlined below:

**Dave Rushton - Oct 7, 2019 - 9:43 AM**

![Signature]

**Ron Shaw - Oct 7, 2019 - 10:25 AM**

**Donna Wilson - Oct 7, 2019 - 12:58 PM**