

	Report Title	Town Merchandise Sales History -Supplemental
	Report No.	RCP 19-50
	Author	Rick Cox, Director of Recreation, Culture & Parks
	Meeting Type	Council Meeting
	Council Date	October 15, 2019
	Attachments	

RECOMMENDATION

THAT Council receives Report RCP 19-50 – Town Merchandise Sales History – Supplemental for information.

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:

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

Document Title:	RCP 19-50 - Town merchandise sales history - supplemental.docx
Attachments:	
Final Approval Date:	Oct 7, 2019

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

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

A handwritten signature in black ink, appearing to be 'DR', with a long horizontal line extending to the right.

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

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