

	Report Title	Town Merchandise Sales History
	Report No.	RCP 19-44
	Author	Rick Cox, Director of Recreation, Culture & Parks
	Meeting Type	Council Meeting
	Council Date	September 23, 2019
	Attachments	

RECOMMENDATION

THAT Council receives Report RCP 19-44 – Town Merchandise Sales History for information.

EXECUTIVE SUMMARY

Council requested a report on the sales of town merchandise.

BACKGROUND

At the August 12, 2019 meeting, Council passed the following resolution:

Moved By: Councillor Rosehart Seconded By: Councillor Gilvesy

THAT Staff provide a report on the Town Merchandise Sales from year one to 2019 at the September 23, 2019 Council Meeting.

A one-year contract with Talbot Marketing was approved by Council in December of 2016. In February of 2018, Council approved a 2-year extension to March 31, 2019. Finance staff have assembled the following table showing the gross sales of Town merchandise since December 2016.

Gross Town Merchandise Sales

<u>Year</u>	<u>Sales</u>
2017	\$ 16,716
2018	\$ 13,625
2019 (to date)	\$ 6,681
	<u>\$ 37,022</u>

CONSULTATION/COMMUNICATION

N/A

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 19-44 - Town merchandise sales history.docx
Attachments:	
Final Approval Date:	Sep 16, 2019

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

Dave Rushton - Sep 16, 2019 - 2:18 PM



Ron Shaw - Sep 16, 2019 - 3:14 PM

Donna Wilson - Sep 16, 2019 - 3:35 PM