Agenda - Executive Policy Committee - July 9, 2008

REPORTS

Item No. 5 Destination Winnipeg – Welcome to Winnipeg Signage
File SC-3.1

The following resolution is submitted to the Executive Policy Committee for consideration, namely:

WHEREAS the existing Welcome to Winnipeg signage at the City's 10 entry points which was installed in the fall of 1990 at major thoroughfares has outlived its aesthetic lifespan and effectiveness as a marketing device for the City of Winnipeg;

AND WHEREAS the citizens of Winnipeg have routinely inquired about updated replacement signage to instill community pride for citizens and visitors alike;

AND WHEREAS Destination Winnipeg has approached the City to explore opportunities to updating the existing signage;

AND WHEREAS Destination Winnipeg is the City's arm's-length agency charged with economic development and tourism services, and actively promote Winnipeg as a city to work, live, and play;

AND WHEREAS Destination Winnipeg has produced quality marketing materials and is involved in the promotion of Winnipeg to businesses, industries and visitors;

BE IT THEREFORE RESOLVED THAT the Executive Policy Committee concur in the request from Destination Winnipeg, and authorize Destination Winnipeg to design and install the replacement Welcome to Winnipeg signage at the City's 10 entry points, subsequent to receiving the approval of the design from the Public Works Department.