



AGENDA

**City of Salmon Arm
Special Council Meeting**

**Thursday, August 1, 2019
8:00 a.m.**

**Council Chamber of City Hall
500 – 2 Avenue NE**



Carl Bannister, Chief Administrative Officer

Page #	Item #	Description
	1.	CALL TO ORDER
	2.	ADOPTION OF AGENDA
	3.	DISCLOSURE OF INTEREST
	4.	CORRESPONDENCE
1 - 2	1.	L. Fitt, Salmon Arm Economic Development Society - letter dated July 30, 2019 - Advertising Partnership Request
3 - 4	2.	B. Sansom, Salmar Community Association - letter dated July 29, 2019 - Blackburn Park Picnic Structure Financial Contribution - For Information
	5.	ADJOURNMENT

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July 29, 2019

City of Salmon Arm
Mayor Harrison and Council
PO Box 40
Salmon Arm BC V1E 4N2

Dear Mayor Harrison and Council

Re: Advertising Partnership Opportunity

Salmon Arm Economic Development Society (SAEDS) has recently been presented with a unique national print advertising opportunity, for which we are seeking Council's consideration to cost sharing. Although this falls outside of SAEDS' 2019 marketing plans, we are seeking partnership to support this moving forward as it will provide broad exposure for our community.

This national advertising includes a print circulation of 199,000 and combined print and digital readership of 3.5 million. The reader demographics align very well with the target demographics identified within our marketing strategy of young families and millennials. We feel this national exposure will provide a high return on investment back to the community in the form of talent attraction. Further, this presents an excellent opportunity to support the launch of Salmon Arm's new *Small City Big Ideas* brand.

The total cost of the ad is \$11,500, which exceeds SAEDS remaining marketing budget for 2019 by \$5,000. Based on the unique opportunity this advertisement represents to our community, we are asking Council's consideration to contributing the remaining \$5,000. We are pleased to provide further information as required.

Sincerely,

Lana Fitt, Ec.D
Economic Development Manager



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July 29, 2019

delivered by hand

City of Salmon Arm,
500-2 Ave. N.E., P.O. Box 40,
Salmon Arm, B.C.
V1E 4N2

Attention: Carl Bannister

Dear Mr. Bannister,

Re: Blackburn Park Picnic Structure: Your File 2018-52

The Board of Salmar Community Association, at its last regular meeting held on July 25, 2019, resolved to contribute the sum of \$25,000.00 to be applied to cover additional unforeseen construction expenses with respect to the above-referenced project. Our cheque in that amount is enclosed herewith.

We are pleased to provide support for this worthwhile community initiative.

Yours truly,

Salmar Community Association,

per:



 Brian Sansom,
President

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