



**ACCESS BARRIE  
MEMORANDUM**

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**TO: MAYOR J. LEHMAN AND MEMBERS OF COUNCIL**

**FROM: C. HARRIS, MANAGER MARKETING AND COMMUNICATIONS**

**NOTED: R. JAMES-REID, EXECUTIVE DIRECTOR ACCESS BARRIE**  
**M. PROWSE, CHIEF ADMINISTRATIVE OFFICER**

**RE: UPDATE ON HEART BARRIE LANDMARK SIGN**

**DATE: OCTOBER 18, 2021**

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The purpose of this Memorandum is to update members of Council on motion 21-G-166 approved on June 14, 2021, regarding the Heart Barrie landmark sign.

The following motion was approved by Council:

**“HEART BARRIE LANDMARK SIGN**

1. That further to motion 21-G-040, a Heart Barrie landmark sign (landmark sign), no more than 8 feet tall be installed in Heritage Park and identified as Appendix “A” to Staff Report ACC002-21.
2. That, if Councillor McCann has 100% fundraising commitment of \$200,000 by October 10, 2021 - with 75% of donations paid to the City by October 10, 2021, staff in Access Barrie issue a Request for Proposal (RFP) to secure a company that can provide three (3) sign concepts and install the landmark sign at the approved location before July 1, 2022.
3. That the donors be recognized by having their names embossed and colour branding in the concrete at the base of the landmark sign, with the size of the donor names embossed, being appropriate to their financial contribution and that each donor be provided with a memento of the sign.
4. That \$15,000 be added to the Operations Department budget beginning in 2022 to cover costs of potential graffiti removal and winter maintenance on and around the sign.”

As of October 12, 2021, the City of Barrie has received \$5,000 from an individual and \$145,000 from a company called Heart Barrie. The individual will be issued a charitable donation tax receipt. Heart Barrie has not requested a charitable tax receipt and would not be eligible to receive a receipt. Councillor McCann has advised that he intends to submit an affidavit affirming the McCann family will provide the remainder of the funding for the project by March 31, 2022.

It is staff's understanding that various donors provided funds to Heart Barrie. Staff have not been made aware of the names of donors, at this time. Staff will require a list of donors prior to awarding a contract for this project so that the donors can be properly acknowledged, as per motion 21-G-166.

Once an affidavit has been received with a funding commitment for the remaining \$50,000, the requirements of the motion will have been met and the City will proceed with issuing a Request for Proposal (RFP) for this project.