

COMMITTEE OF THE WHOLE – FEBRUARY 17, 2003

“ADOPT-A-BED” PILOT PROJECT

Recommendation

Councillor Linda D. Jackson recommends:

THAT staff be directed to develop a plan for an “Adopt-a-Bed” corporate partnership programme between the City of Vaughan and local businesses, and

THAT staff be directed to report to a future Committee of the Whole meeting no later than April 7, 2003, and

THAT the “Adopt-a-Bed” corporate partnership programme be designed for the purpose of City of Vaughan beautification, and

THAT selected existing beds, islands and/or corners be identified in Ward 2 for use in a 2003 pilot project of the “Adopt-a-Bed” corporate partnership programme, and

THAT the Parks Department, in conjunction with the Economic Development Department and the Ward 2 Councillor, work together in formulating the “Adopt-a-Bed” corporate partnership programme, and

THAT staff refer to the Special Events Corporate Sponsorship Programme as a model for the “Adopt-a-Bed” corporate sponsorship programme.

Purpose

To enhance beautification throughout the City of Vaughan while engaging in a mutually beneficial partnership with our local businesses.

Background - Analysis and Options

Plantings and furniture at intersections, subdivision entrance features and City of Vaughan property is currently inconsistent and streetscaping continues to be a burden on taxation dollars.

Conclusion

A beautification partnership with local businesses would:

- promote enhanced uniformity throughout the City of Vaughan,
- reduce the cost burden of streetscaping on taxation dollars, and
- promote partnerships with our local businesses, affording them exposure as “good stewards” of the City of Vaughan.

Attachments

None

Report prepared by:

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Respectfully submitted,

Linda D. Jackson
Councillor, Ward 2