



REQUEST FOR DECISION

SUBJECT:	Tourism Signage for Valleyview and Grande Cache		
SUBMISSION TO:	REGULAR COUNCIL MEETING	REVIEWED AND APPROVED FOR SUBMISSION	
MEETING DATE:	March 25, 2025	CAO:	MANAGER: LG
DEPARTMENT:	ECONOMIC DEVELOPMENT	DIR: MAV	PRESENTER: LG
STRATEGIC PLAN:	Economy	LEG: SS	

RELEVANT LEGISLATION:

Provincial (cite) – N/A

Council Bylaw/Policy (cite) – N/A

RECOMMENDED ACTION:

MOTION: That Council approve concept signs for the Greenview – Valleyview & Area Tourist Information Centre and the Grande Cache Tourism & Interpretive Centre.

BACKGROUND/PROPOSAL:

In 2024, Council approved the purchase and continuing operations of the Tourism Information Centre, previously owned by the Government of Alberta and operated by the Town of Valleyview. New signage would be required for the facility and was approved in budget with the name selected by motion of Council, below:

MOTION 24.08.408 Moved by Councillor Winston Delorme

That Council choose Greenview - Valleyview and Area Tourist Information Centre as the name for the recently acquired Valleyview Visitor Information Center, effective upon Greenview taking possession of the property.

CARRIED

Budget for new signage was approved in the 2025 Budget to allow for similar branding signage at both the Grande Cache Tourism & Interpretive Centre and the acquired Valleyview adjacent facility.

Effective signage is essential for tourism facilities, serving as a key tool in attracting visitors, enhancing their experience, and promoting regional identity. Clear, well-designed signage ensures travellers can easily locate the facility, access important information, and navigate nearby attractions, ultimately encouraging longer visits and greater local economic benefit.

Additionally, consistent branding across roadside signs, banners, and onsite markers reinforces Greenview's presence and commitment to tourism. The concept designs provided by Administration have been thoughtfully developed to align with the region's identity while maximizing visibility and functionality. Approving these designs will ensure the tourism centres remain welcoming, professional, and easily identifiable, strengthening their role as key assets in promoting local attractions and visitor engagement.

BENEFITS OF THE RECOMMENDED ACTION:

1. The benefit of Council accepting the recommended motion is that the new signs will enhance Greenview's brand exposure to travellers who pass or stop by the center daily.
2. The benefit of Council accepting the recommended motion is it will allow Administration the ability to proceed with the quoting and ordering of signage.

DISADVANTAGES OF THE RECOMMENDED ACTION:

There are no perceived disadvantages to the recommended motion.

ALTERNATIVES CONSIDERED:

Alternative #1: Council has the alternative to request different design options. However, Administration would note that such action would further delay the installation of the new signs and the presented concept signs align with Greenview's existing signage.

FINANCIAL IMPLICATION:

Direct Costs: \$120,000.00 for this signage was approved in the 2025 budget.

STAFFING IMPLICATION:

There are no staffing implications to the recommended motion.

PUBLIC ENGAGEMENT LEVEL:

Greenview has adopted the IAP2 Framework for public consultation.

INCREASING LEVEL OF PUBLIC IMPACT

Inform

PUBLIC PARTICIPATION GOAL

Inform - To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.

PROMISE TO THE PUBLIC

Inform - We will keep you informed.

FOLLOW UP ACTIONS:

Administration will complete quotations and installation of signage at the tourism centres.

ATTACHMENT(S):

- Tourism Center Concept Signs 2025