

**PUBLIC BUDGET REQUEST FORM**

[Unless requested, the information on this document will be included on a public agenda]

**A. CONTACT INFORMATION**

Name (or Organization): **Downtown Salmon Arm**

Mailing Address: **PO Box 1928**

City: **Salmon Arm**

Postal Code: **V1E 4P9**

Primary Contact & Title: **Jennifer Broadwell**

Email: **MANAGER@SALMONARMDOWNTOWN.COM** Phone: **2508325440**

**B. ORGANIZATION INFORMATION**

(If you are not an organization making a request, proceed to section "C")

1. Is the organization a charitable or non-profit organization?

- Yes  
 No

2. Is the organization in compliance with all municipal policies, plans, bylaws and other applicable regulations (i.e. business licensing, permits and zoning)?

- Yes  
 No - If No, please explain:

3. Describe the goal(s) or purpose(s) of the organization:

The Salmon Arm Downtown Improvement Association (DSA) is a membership-based, not-for-profit organization that was founded to market and promote the downtown through events and promotional schemes. Over the years the mandate of the organization has expanded to encompass a "neighborhood management" philosophy that focuses on visitor and business attraction, community vibrancy, and beautification.

4. Does the organization have a current contractual relationship with the City of Salmon Arm? i.e. Lease of City lands, Contract for service etc.

- No  
 Yes - If Yes, please identify the agreement(s):

Operational Bylaw 4357

5. Has the organization received grants from the City of Salmon Arm in the last 3 years? i.e. Grant-in-Lieu, Tax Exemption, Annual Grant

- No  
 Yes - If Yes, please indicate the following:

YEAR	TYPE OF GRANT	AMOUNT
2023	Downtown Clean-Up	\$500.00

6. Has additional funding for the request been secured?

- No  
 Yes - If Yes, please indicate the following:

NAME OF INDIVIDUAL OR ORGANIZATION	AMOUNT
Purchase of product, including installation by DSA	\$25,967.20

7. List all Agencies to whom funding has been requested and note amount of request and status (approved, denied or pending) of application:

AGENCY	AMOUNT REQUESTED	DECISION

8. Please demonstrate the organization's financial need by submitting a budget for your request, if applicable.

Financial Budget

### C. BUDGET REQUEST (For individual and organizational requests)

9. Describe your budget request:

Value (if known): \$20,160.00

Downtown Salmon Arm is proposing the installation of shade sails at the Ross Street Plaza Stage to provide essential sun protection and heat mitigation during the summer months. This would include 3 poles and 5 sails. The sails will enhance comfort for performers, audiences, and visitors during downtown activations such as the Farmers' Market, Theatre on the Edge, Multiculturalism Day, and ROOTS and BLUES Tuned Up concerts. In addition to offering health and comfort benefits, the sails will contribute to the vibrancy and visual appeal of this highly used public space.

A similar request was presented by DSA in 2024 for a greater investment value. Recent technology improvements to the pole system have made this project more attainable for our organization to manage the upfront investment. Downtown Salmon Arm is prepared to fund the full cost of the shade sails and professional installation (\$25,967.20), which is required to activate the extended warranty. We are requesting that the City partner in this project by covering the up-front cost of the 15-year "Drop & Fly" warranty program (\$20,160), which ensures proper seasonal removal, reinstallation, and maintenance by Shade Sails Canada. This investment protects the City's asset and guarantees continued warranty coverage.

We understand there may be concerns that increased shade could lead to unintended use of the area; however, the Ross Street Stage is already occasionally used for shelter. With the City's expanded bylaw department, which now also covers evenings and weekends, and DSA's ongoing collaboration with RCMP Sgt. of Operations to strengthen downtown presence, these concerns are actively managed. The project has been shared with Darin Gerow, who has expressed full support.

Images of the proposed shade sail design, including a shade analysis for a typical July 1 day (10 a.m. to 4 p.m.), are available for review. The sails are made from a loose-weave fabric that allows filtered light to reach the grass throughout the day—reducing heat buildup while maintaining healthy turf growth. Purchase and installation would occur in spring 2026, at which time the extended warranty payment would be required.

10. Is your request operational or capital in nature?

- Operational (i.e. covers day-to-day activities required to deliver services)  
 Capital (i.e. long-term investments in infrastructure and facilities)

11. Have you submitted this request before?

- No  
 Yes - If Yes, please indicate when:

### D. AUTHORIZATION

Signature:



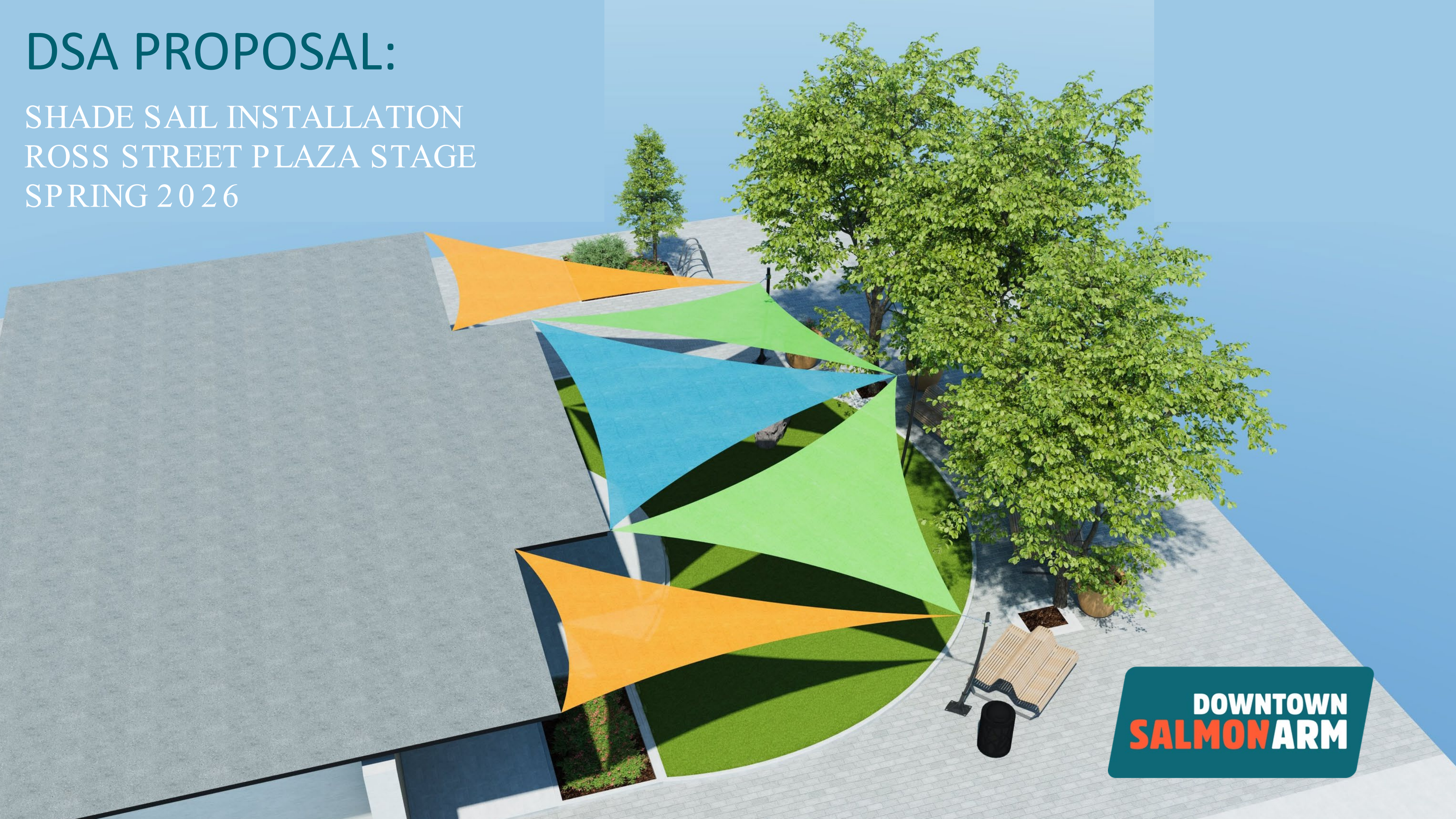
Date: 15-Oct-2025

Printed Name: Jennifer Broadwell

Position (if applicable): Manager

# DSA PROPOSAL:

SHADE SAIL INSTALLATION  
ROSS STREET PLAZA STAGE  
SPRING 2026



**DOWNTOWN**  
**SALMON ARM**

## Purpose

Downtown Salmon Arm is proposing the purchase and installation of shade sails from Shade Sails Canada at the Ross Street Plaza Stage to provide essential sun protection for performers, audiences, and plaza users during the summer months, while also enhancing the vibrancy of this highly utilized community space.

## Project Overview

The proposed installation includes:

**Infrastructure:** 3 poles and 5 sails, designed for seasonal installation and removal.

**Timeline:** Initial install spring 2026, then installed annually approximately early May and removed in October.

**Management:** DSA to contract and cover the cost of the initial purchase and installation, with potential sponsorship support and is asking the COSA for support in annual maintenance.

**Cost:** \$25,967.20 for materials and installation

*Recent technology improvements to the pole system have made this project more attainable for our organization to manage the upfront investment.*

## Community Benefits

### 1. Health & Comfort

- Provide much-needed shade during the summer months, reducing sun exposure risks for performers, vendors, and the public who use Ross Street Plaza.
- Mitigates heat around the “heat island” of the Ross Street parking lot, encouraging safe use of the space.

### 2. Support for Community Events

- The shade sails will directly benefit many activations hosted at the Ross Street Plaza Stage, including;
  - Downtown Farmer’s Market
  - Gathering Together, Multicultural Day Festival
  - Theatre On the Edge
  - ROOTSandBLUES “Tuned Up” Concerts

### 3. Aesthetic & Vibrancy

- Adds colour, whimsy, and visual appeal to the plaza - reinforcing downtown Salmon Arm as a vibrant, welcoming destination.

## Maintenance & Warranty

To ensure the longevity of the sails, DSA is requesting the City of Salmon Arm commit to the Shade Sails Canada's "Drop & Fly" Program, for a term of 15 years, which provides professional annual installation and removal services.

- **What:** Shade Sails Canada travel from Revelstoke twice yearly to professionally install and remove the sails per their manufacturer's specifications.
- **Cost:** \$20,160
- **Coverage:** One removal in late fall and re-installation in spring
- **Warranty:** Program extends the manufacturer warranty annually, up to 15 years. If maintenance is done independently, the warranty expires.
- **Value:** The City's investment in the Drop & Fly program would be close but less than the upfront cost of the sails and infrastructure, protecting the City's asset.

## Addressing Potential Concerns

- **Extended Shade / Misuse:** While shade could invite longer use of the space, the benefits of sun protection outweigh potential misuse. With expanded bylaw personnel in Salmon Arm over the past 18 months, and RCMP foot patrol increases, there is consistent and effective monitoring of public spaces.
- **Minimal Footprint:** The design relies on poles that occupy minimal space and do not damage grass, trees, or pedestrian circulation.
- **Damage to Grass:** The grass will get sunlight throughout parts of the day, as well as diffused light through the shade cloth, which also keeps the grass cooler, holds in moisture for longer, and also protects the grass from excessive heat. The shade cloth quoted is Gale Pacific brand, 'Commercial 95', a monofilament and tape with a generously loose weave.

## Request to Council

Downtown Salmon Arm respectfully requests that the City of Salmon Arm:

1. **Approve** the purchase and installation of the shade sails at Ross Street Plaza Stage, recognizing this as an enhancement to municipal land and a long-term community asset.
2. **Cost** for the 15-year term is \$20,160, less than the amount of the initial material and installation costs covered by Downtown Salmon Arm.



CANADA  
**SHADE SAILS**



Small City

QUESTIONS?

IDEAS