Financial Implications:

**Operating**
- Current year impacts: up to $10,562 (revenue loss)
- Future year impacts: $_______ (net)
- Following year
- Future years
- Funding sources (specify):
  - Accommodation within approved operating budget
  - New revenues
  - Reserve/Reserve Fund contributions
  - Third party funding
  - Tax rate impact
  - Other
  - Budget adjustments: $_______ (net)
- Impact on staffing levels: _________ (positions)

**Capital**
- Current year impacts: $_______ (net)
- Future year impacts: $_______ (net)
- Following year
- Future years
- Funding sources (specify):
  - Accommodation within approved capital budget
  - New revenues
  - Reserve/Reserve Fund contributions
  - Third party funding
  - Debt
  - Other
  - Budget adjustments: $_______ (net)
- Operating Impact:
  - Program costs: $_______ (net)
  - Debt service costs: $_______ (net)

**Impacts/Other Comments:**
- Service Level Impact: (Specify)
- Consistent with Council Strategic directions and fiscal priorities: (Specify)

---

Notice of Motion – MM (38.8) – With the new by-law imminent, sign companies are likely to apply for variances at an increased rate. It is estimated that approximately 10-15 third-party sign variances would be lost and the total estimated revenue loss is approximated between $7,041.20 and $10,561.80. However, the amount of applications received could vary and could result in a different revenue loss.

Submitted by:
Deputy City Manager and Chief Financial Officer

Date: August 6, 2009