

Appendix A

Cost Estimate for Region-Wide Referendum as Part of 2022 Municipal Elections

On December 8, 2021, the Performing Arts Facilities Select Committee asked staff to provide detailed costs on running a region-wide referendum to obtain electoral approval for a full regional performing arts facilities service. The estimated total cost of a region-wide referendum is \$504,000 as detailed in Table 1. This cost estimate is based on the CRD conducting the referendum in conjunction with the 2022 municipal election and having the referendum question on each of the individual municipal election ballots.

Table 1. Estimated cost of a region-wide referendum

Expense	Estimated Cost
CRD share of municipal polling cost (to be negotiated)	\$350,000
Contribution to CRD election costs in the Electoral Areas	\$40,000
Statutory required advertising/signage/equipment	\$30,000
Advertising and media costs for outreach	\$20,000
Contribution to contracted staff support for Legislative Services	\$20,000
Staff time to provide community outreach on question for Arts & Culture	\$34,000
Misc	\$10,000
Total	\$504,000