



## CITY COMMISSION STAFF REPORT

**DEPARTMENT:** Commission

**DATE:** December 10, 2024

**SUBJECT:** Discussion and possible action on establishing and implementing a Hometown Heroes Banner Program in Cooper City – **Commissioner Mallozzi**

**RECOMMENDATION:**

Commissioner Mallozzi is requesting a discussion and possible action to establish and implement a Hometown Heroes Banner Program in Cooper City.

**BACKGROUND OF ITEM:**

The Hometown Heroes Banner Program would be a tribute to Cooper City residents and employees who serve or have served in the Military. This program was inspired by similar initiatives in neighboring municipalities aimed at fostering community pride recognizing the sacrifices of military personnel and creating a visual representation of gratitude for service members.

Currently, Cooper City does not have a program to honor local military personnel in this way. Establishing this initiative aligns with Cooper City's goal of recognizing and celebrating contributions made by residents and employees.

**ANALYSIS:**

The program proposes the installation of personalized banners featuring the name, photograph, and military branch of eligible honorees. Banners would be displayed on light poles throughout the City, particularly during significant holidays such as Memorial Day, Independence Day, and Veterans Day.

Eligibility criteria:

1. Active-duty military personnel or veterans (Air Force, Army, Coast Guard, National Guard-Active Reserves, Navy, Marines, or Space Force) who are currently or past residents of Cooper City or employees of the City.
2. Submission of an application with proof of military service (supporting documentation).
3. Pass a basic background check (A copy of a driver's license or other governmental-issued ID is required. For departed service members, full name and date of birth must be provided).

4. Provide an official/in-uniform portrait (head, neck, and shoulders) in the form of a high-resolution digital photograph or a 300-dpi or higher scan.
5. Sign a photo waiver.

**ALTERNATIVES:**

1. **Do Not Approve the Program:** No recognition program would be established for military personnel.
2. **Explore Digital-Only Options:** Create an online gallery instead of physical banners, which would reduce costs but lack the public visibility of the banner program.
3. **Launch a Pilot Program:** Begin with a small number of banners to assess community response and operational challenges.

**ATTACHMENTS:**

1. Draft application