



CITY COUNCIL AGENDA REQUEST

Meeting Type:	Mayor & Council Meeting
Meeting Date:	12-16-24
Agenda Item:	Gateway Signage Proposal with Confluence Design
Department:	Administration
Requested By:	Todd Pangle
Reviewed/Approved by City Attorney?	Yes
Cost:	\$16,700
Funding Source if Not in Budget	Hotel-Motel Tax Collections

Please Provide A Summary of Your Request, Including Background Information to Explain the Request:

Now that we have the new branding and logo project almost completed with the anticipated receipt of our final deliveries, we would like to move to the next step. I have attached a proposal along with a document containing examples of previous projects Confluence Design has completed (Confluence is the firm that designed our branding and logo). The proposal covers the cost of Gateway signage design, which will include our new logo and brand colors. Once this work is completed, we will have a design for primary gateway signage to be utilized in key entrances to the city as well as secondary sign design for use at individual city properties. The plan would be to phase these in over time and not necessarily to do them all at one time. This will be paid for through the excess collections of Hotel, Motel Tax already collected this year.