

MEMORANDUM

Downtown Development Authority

September 24, 2025 at 10:00 AM

TO: Downtown Development Authority (DDA)
FROM: Jenny Pearson, Project Manager
SUBJECT: Banner Replacement

The Downtown Development Authority (DDA) has budgeted funds for the replacement of the DDA district banners. There are essentially two styles of banner material to choose from: sunbrella and vinyl. Sunbrella banners have an estimated life span of 5-10 years, and vinyl banners have an estimated life span of 2-3 years. While sunbrella banners last longer they do have limitations with the designs and color. Please see attached Stock Sunbrella Colors with Pantone Approximations sheet for color options.

The DDA district consists of 35, 24" x 51" (small), banners, stretching from Blue Star Highway to Water Street, whereas the Blue Star Corridor has 11 large, 30" x 72" (large), banners from Center Street to the bridge.

Cost breakdown:

Small Banners

- 1 sunbrella design for all 35 banners = \$3,405.50
- 2 sunbrella designs per season for a total of 8 sunbrella designs = \$11,827.80 (vinyl is \$8,186.00)

Large Banners

- 3 sunbrella designs for the 11 banners (4,4,3) = \$1,532.40 (vinyl is \$1,205.25)

Note: Consort offers free design services for up to 4 hours, with \$50 per hour after 4 hours.

Please find attached their Spring/Summer and Fall/Winter/Holiday popular designs. However, all of their designs can be found on <https://www.kalamazoobannerworks.com/products/shop>, there are so many to review. Please note our banner size is not one of the 3 sizes their Ready to Print designs come in, however, they can custom design the designs to our sizes.

Staff is asking for further guidance on material, designs, and number of designs per year/season.

Funds have been budgeted under: Downtown Development Authority, Capital Outlay 248-728-979 for \$11,800, and Blue Star Corridor Improvement Funds, Capital Outlay 403-463-979 for \$3,000

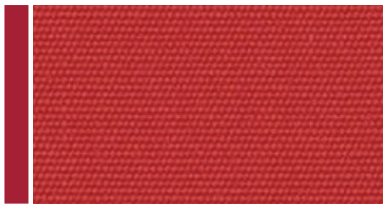
Suggested Motion: I recommend the Downtown Development Authority purchase new banners for the downtown district and the Blue Star Highway corridor, not to exceed \$11,800 and \$3,000 in their respective funds.

STOCK SUNBRELLA COLORS WITH PANTONE APPROXIMATIONS

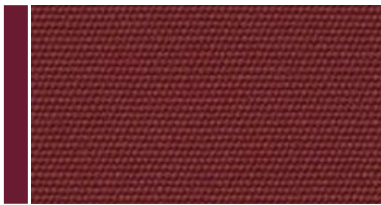
We utilize nine standard Sunbrella colors. Other Sunbrella banner colors may be used, but are subject to an additional fee. Please contact your Sales Representative for more information.

The colors shown on this sheet are reasonable representations of Sunbrella colors. We cannot guarantee the colors which appear on your monitor will match the colors on the final banner. Upon request, we will mail out a complimentary swatch guide of the nine standard colors.

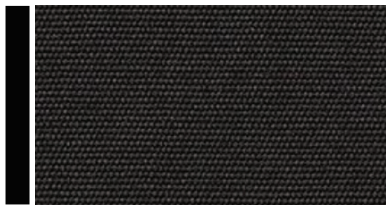
The swatches below show a solid line representing how the colors will appear on a mock up and a patch showing the threads of the fabric.



Jockey Red
PMS 201c



Burgundy
PMS 7421c



Black



Sea Grass
PMS 3295c



Forest Green
PMS 3305c



Persian Green
PMS 322c



Pacific Blue
PMS 2945c



Med Blue
PMS 7686c



Capt Navy
PMS 5255c

NEW! Fall, Holiday & Winter Designs



24908
Happy Harvest
VINYL ONLY



24909
Spooky Pumpkins
VINYL ONLY



24910
Turkey Time
VINYL ONLY



25811
Cozy Season
Holiday Flavors
Captain Navy



25812
Snow Quilt
Pacific Blue



25813
Berry Bright
Forest Green



25814
Kwanzaa Spirit
Black



25815
Festival of Light
Med Blue



24916
Golden New Year
VINYL ONLY



24917
Pass the Beads
VINYL ONLY



25818
Lucky Charm
Forest Green

Please note: A minimum quantity of four banners per design is required.



24812
Bountiful Harvest
Forest Green



24913
Haunted House
VINYL ONLY



24914
Grateful Leaves
VINYL ONLY



24915
Country Pumpkin
VINYL ONLY



24916
Classic Autumn
VINYL ONLY



24917
Autumn Skies
VINYL ONLY



24918
Welcome Holly
VINYL ONLY



24819
Pastel Pines
Captain Navy



24820
Christmas Tree Farm
Captain Navy



24921-set
Poinsettia Bouquet
VINYL ONLY



24822
Under the Stars
Captain Navy



23927
Forest Pines
VINYL ONLY



23828
Hanging Ornaments
Forest Green



23833
Gingerbread Cookies
Jockey Red



23835
Birch Tree Deer
Forest Green



23936
City Center
VINYL ONLY



23934
Winter Tour
VINYL ONLY



22926
Color Tour
VINYL ONLY



22824
Tis the Season
Forest Green



22822
Swirling Pumpkins
Burgundy



22821-set
Fall Wreath
Black



22819-set
Vintage Ornaments
Persian Green



22818
Good Will to All
Forest Green



21820
Fall Festival
Med Blue



21822
Snow Serenade
Captain Navy



21824
Joy Bell
Burgundy



21923
Snowman & Penguin
VINYL ONLY



20920
Holiday Streamers
VINYL ONLY



20917
Joy Streamers
VINYL ONLY



20818
Filigree Tree
Forest Green



20815
Santa Bear
Captain Navy



20816
Home for the Holidays
Forest Green



20821-set
Falling Leaves
Burgundy



15216
Holiday Reindeer
Forest Green



16215
Seasonal Ornaments
Black



16118
Holiday Collage
Jockey Red



16216
Autumn Acorns
Forest Green



16117-set
Snowflake Divide
Pacific Blue / Captain Navy



15317
Season's Greetings
Forest Green



17110
Midnight Flight
Captain Navy



13120
Let There Be Joy
Jockey Red



19940
All That Glitters
VINYL ONLY



13318
Fall Day
Burgundy



09219-set
Star Tree
Forest Green



09327
Fancy Wreath-Red
Jockey Red



07328-set
Joyous Ringing
Forest Green



09314
Leaf Collage
Captain Navy



06307
Lake Sunset
Forest Green



06423
Lamppost
Captain Navy



09936
Country Snowman
VINYL ONLY



05315-set
Pine Ornaments
Jockey Red



05322-set
Fall Maples
Burgundy



08227
Winter's Night
Med Blue



13222
Whispering Winds
Forest Green



06229-set
Doves of Peace
Jockey Red



07222
Color Rush
Forest Green



12323
Blue Wonder
Pacific Blue



19943
Starlight
VINYL ONLY



18216
Best of Holiday
Forest Green



20383
Autumn Oak
Burgundy



13315-set
Mr. Scarecrow
Captain Navy



20247-set
Double Winter Wonderland
Pacific Blue



93672
Holiday Greetings
Sea Grass



93673-set
Greetings Double Wreath
Sea Grass



92652
Winter Snowflake
Pacific Blue

*See website for full customization options.
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Ready-to-Print • **Eight New Designs!**
SPRING & SUMMER

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A minimum quantity of four banners per design is required.

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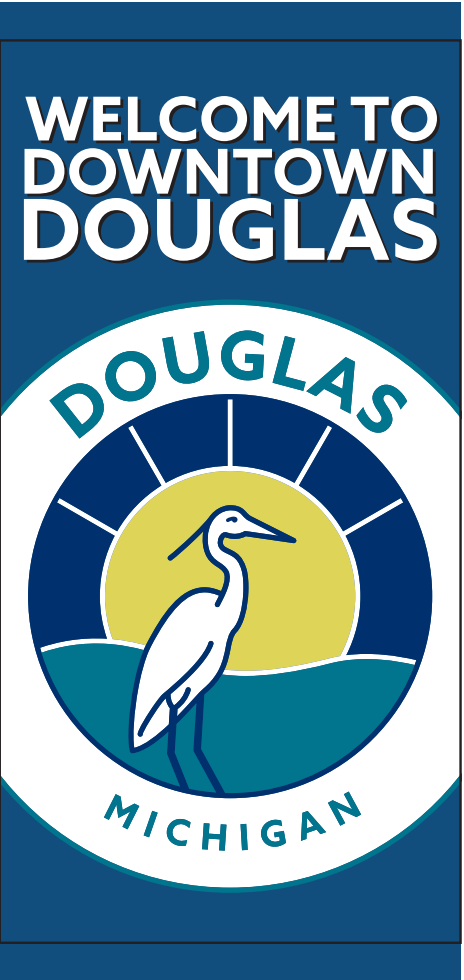
Option 1



Option 2



Option 3



Option 4

