



City of Grass Valley City Council Agenda Action Sheet

Title: Adoption of the Hometown Hero Banner Program Policy

CEQA: Not a project

Recommendation: That the Council adopt the Hometown Hero Banner Program Policy and authorize the City Manager, or designee, to make non-substantive administrative updates to the policy as needed, including application procedures, timelines, and formatting, provided such updates are consistent with the intent of the program.

Prepared by: Taylor Whittingslow, Deputy City Manager

Council Meeting Date: 1/13/2026

Date Prepared: 1/8/2026

Agenda: Consent

Background Information: The proposed Hometown Hero Banner Program is a community recognition initiative intended to honor men and women with ties to Nevada County who have served, or are currently serving, in the United States Armed Forces. The program provides a respectful, highly visible tribute by displaying personalized banners along South Auburn Street from around May 1 through November 12 each year.

The proposed policy outlines program eligibility, application requirements, banner specifications, review procedures, costs, and City oversight to ensure consistency, fairness, and administrative clarity. Adoption of this policy allows the City to formally implement the program beginning in the upcoming year.

Many communities across California and the nation have implemented “Hometown Hero” banner programs as a way to recognize military service members in a dignified, non-commercial manner. In response to community interest and staff evaluation, the City developed a policy framework tailored specifically to Grass Valley’s scale, infrastructure, and operational capacity.

Under the proposed program, banners would be displayed along South Auburn Street between Neal Street and the Highway 49 overpass, an area with sufficient streetlight infrastructure and high public visibility. The program is designed to be administratively managed by City staff, with assistance from a small advisory panel for eligibility verification only.

PROGRAM OVERVIEW

Banner Quantity and Configuration

- A total of 9 double-sided banners will be displayed annually

- Banners will be installed on 9 streetlight poles, with two different honorees per pole (one per side) Unless sponsor wishes to utilize both sides

Display Period

- Banners displayed annually from about May 1 through November 12 (Veterans Day)

Cost Structure

- \$150 per banner pole (double-sided) or \$75 per honoree (one-sided of banner)
- Cost covers:
 - Custom design and printing
 - Installation and removal
 - Administrative processing
- The program is structured to be cost-recovery only and is not intended to generate revenue for the City

ELIGIBILITY

To qualify, an honoree must meet one or more of the following criteria:

- Currently serving in the U.S. Armed Forces
- Honorably discharged veteran
- Individual directly supporting military service or national defense (including qualifying civilian roles)

Additionally, the honoree must be a current or former Nevada County resident or have immediate family currently residing in Nevada County

APPLICATION AND REVIEW PROCESS

- Applications accepted annually January 1 - March 31
- Applications reviewed by City staff for administrative completeness
- A 2-3 member advisory panel comprised of local veterans' organization representatives will:
 - Verify eligibility
 - Confirm required documentation
- The advisory panel does not score applications or select banner locations
- Final approval, placement, and implementation authority remains with the City

Council Goals/Objectives: This item executes portions of work tasks toward achieving/maintaining High Performance Government and Quality Service.

Fiscal Impact: N/A. **Funds Available:** N/A **Account #:** N/A

Reviewed by: ___ City Manager **Attachments:** Home Town Hero Policy