



Town of Haymarket
15000 Washington Street, #100
Haymarket, VA 20169
703-753-2600

Memorandum

To: Emily Kyriazi, Town Manager
From: Alexandra Elswick, Deputy Clerk
Date: July 22, 2024
Re: Military Tribute Banners

Background: The Military Tribute Banner program was initiated by a local Boy Scout working on his Eagle project to honor local Veterans and Active-Duty Service Members. The Town has displayed these banners in the historic district of Haymarket during Memorial Day, Independence Day, and Veteran's Day. Over the years, the program has gained significant popularity and attracted more interest, prompting the Town to reconsider reopening this program and what criteria to include for applicants.

Overview: This program is intended to honor active-duty military personnel and Veterans who reside or have immediate family members (spouse/partner, parent, grandparent, child or sibling) that reside within the Town of Haymarket and 20169 zip code. For the purpose of this program "active duty" is defined as 12 months of continuous service. Program requirements would include a completed application, proof of residency, a digital portrait of the serviceperson, verification of active-duty status or proof of honorable discharge (DD form 214), and the program fee. Banners will display the official military photo of the service person, their name, and branch of service.

Program Details: The Town of Haymarket is offering the opportunity to display a 20x40 premium vinyl custom banner along Washington Street for two years. The fee to order a 20x40 custom banner is \$100.00, including shipping. Banners will be installed in late May for Memorial Day and continue to hang until Independence Day. Banners will be hung again in November for Veterans Day. There is an option to have a digital file of the service member uploaded to the Town's website during their application period. Applications will be processed on a first-come, first-served basis. Once the maximum number of banners has been reached (currently 42), the application process will be closed for the remainder of the two-year term, and a waitlist will be initiated. After the display period, the banners will be returned to the applicant, where they will have to reapply for subsequent participation. Should the program grow in popularity, I would suggest having current participants wait one, two-year period before reapplying.



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Details about the company Military Tribute Banners:

- They provide promotional fliers and digital copies of files for use on websites and social media.
- They will replace any damaged, lost or stolen banners within the first 6 months of purchase. After the 6-month guarantee period, they offer banner replacements at a discount of up to 50%.
- Standard turnaround time is 1-2 days for banner proof and 3-4 business days for production (after approval & payment confirmation)
- Billing is usually done on Net10
- They have a program page for us to view and track submissions and keep track of contact information for applicants.
- They offer a Gold Star Commitment which produces at no cost, banners of the fallen heroes from recent wars (1990-present), whether they died due to combat, by accident or by self-infliction.

Directive: The Town Council directs staff to proceed with the Military Tribute Banner Program, to begin in the year 2025.