



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

Memorandum

To: Town Council
From: Alexandra Elswick, Deputy Clerk
Date: August 21, 2024
Re: Military Tribute Banner Application

After the discussions from the July Work Session and August Town Council Meeting, I am making the following recommendations for the Military Tribute Banner Application:

Applicant/Sponsor: All active-duty military personnel and Veterans residing in the Town of Haymarket or with immediate family members (spouse/partner, parent, grandparent, child or sibling) living in the Town of Haymarket will have the opportunity to apply in the first 30 days of the application's opening. After this initial 30-day period, the application will be open to residents of the Haymarket zip code, 20169. To apply, applicants must submit 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 rate.

Applicants may submit up to two applications per household. Town Staff may review a third application in special circumstances (for example, if one household wishes to honor a child, a parent, and a grandparent). Once the maximum number of banners (currently 42) has been reached, the application process will be closed for the remainder of the two-year term, and a waitlist will be started. After the two-year period, the applicant may reapply for another two-year period, but priority will be given to in-town residents on any waitlist.

I suggest applications open on January 3, 2025.

Banner Information: The banner is a full-color 20x40 18oz premium vinyl featuring a patriotic design displaying the honoree's photo and basic military information such as branch, prominent awards, and medals.

Display Period: The banners will be displayed from Memorial Day through July 4, and again in November for Veterans Day each year. Please note exact dates subject to change without notification. The display period will run for two years. At the end of the display period, banners can be returned to sponsors upon request.

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www.townofhaymarket.org



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Display Location: Banners will be displayed within the Town limits along Washington Street. A digital file of the artwork/banner will also be displayed on the website during the application period.

Sponsorship Rate: The applicant/sponsor will be responsible for the banner fee, which includes shipping and is approximately \$100.00. This can be paid by check or credit card to the Town of Haymarket. The Town of Haymarket will cover the costs of putting up and taking down the banners, as well as storing them during the sponsor's 2-year application period. I recommend the Town pay for the cost of any replacement banners during the 2-year application that are outside the company's 1-yr. guarantee (damage due to weather, box trucks, stolen etc.)

Directive: The Town Council directs staff to proceed with the Military Tribute Banner Program Application process.