



STAFF REPORT

MEETING DATE:	April 6 th 2025
MEETING TYPE:	City Council
SUBMITTED BY:	Wanda Randle
AGENDA CAPTION:	Discuss and consider authorizing the City Administrator to execute a city-wide Banner Program Agreement not to Exceed \$50,000.00 Presented by Wanda Randle-Director

Background Information

The City of Hutchins is exploring the launch of a **city-wide banner program** designed to enhance community pride, strengthen visual identity, and provide a coordinated method to display seasonal, decorative, and informational banners on street-light poles throughout the city. This initiative supports ongoing efforts to improve the city's aesthetic appeal, promote public events, and reinforce a positive and welcoming image.

A banner program typically includes durable, weather-resistant pole banners featuring civic branding, special events, holidays, or community recognitions. Implementing a structured program ensures consistency in design, installation, and maintenance across all major corridors.

City staff have evaluated best practices, hardware specifications, and placement opportunities along key roadways, including Palestine Street, Lancaster-Hutchins Road, Wintergreen Road, J.J. Lemmon Road, Main Street, and other strategic gateways. Staff now seeks Council approval to proceed with implementation.

Budget Implications

FY2025-2026 Operating Surplus

The **estimated Year 1 budget** for the City of Hutchins Banner Program is **\$30,000–\$50,000**, depending on final banner sizes, materials, hardware selection, and installation zones.

Year 1 costs are higher because this phase includes the purchase and installation of all hardware. In future years, costs will be significantly lower, covering only banner replacements or seasonal updates.

If the **Public Works Department** has staff who possess experience with pole-mounted hardware installation, the city may achieve **substantial cost savings** by completing installation internally rather than contracting the full scope to an outside vendor.

Operational Impact

The banner program will require periodic maintenance. These activities can be integrated into existing Public Works or serviced through the banner provider contract.

Legal Review

Legal review will be conducted as needed for procurement, installation agreements, or vendor contracts. Standard purchasing policies and competitive purchasing thresholds will apply. No legal concerns have been identified at this stage.

Staff Recommendation

Staff recommends that the City Council approve proceeding with the implementation of the City of Hutchins Banner Program, including authorization to finalize design options, purchase necessary hardware, and initiate installation. FY2025-2026 Operating Surplus

Approval will allow the city to begin coordinating with vendors, refining placement locations, and preparing designs for seasonal and branding banners.

Supporting Documentation and Attachments

1. Proposed Banner Program Overview