

City of Hutchins Banner Program Proposal

PRESENTED BY WANDA RANDLE-DIRECTOR



What is a Banner Program?

DECORATIVE CITY DISPLAYS

A **banner program** is a city-wide initiative designed to display decorative and informational banners on street poles, enhancing community pride.



Benefits of a Banner Program

AESTHETICS

A banner program significantly enhances the **visual appeal** of our city, creating a cohesive and attractive urban environment that residents cherish.

COMMUNITY EVENTS

Displaying banners promotes local events and holidays, fostering a sense of **community spirit** and encouraging public participation in civic activities.

BUSINESS VISIBILITY

Banners help **boost local businesses** by drawing attention to shops and services, contributing to a vibrant economy and increased foot traffic.



\$30,000 - \$50,000

ESTIMATED BUDGET

The **estimated budget** for the city banner program is approximately \$30,000-\$50,000, which varies based on the size and installation choices of the banners. This budget ensures that the program can effectively enhance the city's aesthetic while promoting community engagement and local events.

**this is the year 1 budget that includes hardware purchase and installation. If Public Works has anyone experienced in this type of installation it would be a \$\$ savings. **



Comparison of Banner Sizes and Costs



SMALL

Dimensions suitable for narrow streets and spaces



MEDIUM

Ideal for community events and local announcements



LARGE

Perfect for major citywide promotions and celebrations

Installation and Hardware Costs

BUDGETING FOR SETUP AND MAINTENANCE

- One-time purchase of mounting hardware needed
- Initial setup includes banners and hardware installation
- Costs for changing banners only highlighted
- Regular maintenance checks for durability required
- Additional fees for damaged hardware replacements



Use Cases for the Banner Program



HOLIDAYS

Celebrate key events like Independence Day



EVENTS

Showcase local festivals and parades



SEASONS

Highlight the beauty of each season



COMMUNITY

Foster a sense of local pride



Summary and Recommendation

ATMOSPHERE

The banner program will **enhance the city's atmosphere**, fostering a vibrant community identity and encouraging civic pride through visual engagement.

FLEXIBILITY

This initiative offers **flexible options**, allowing for seasonal themes and special events, ensuring the banners remain relevant and appealing throughout the year.

BUDGET

The estimated budget provides a **clear financial overview**, empowering the City Council to make informed decisions regarding the implementation of the banner program.



Thank You for Your
Consideration

