

Downtown Development Authority of City of Madison Heights

Memorandum

Date: March 31, 2025
To: MHDDA Board
From: Giles Tucker, Community Development Director
Subject **Downtown Banners**

Winter Banners

The Design Committee met on Feb. 24th to make recommendations on the quantity and theme of additional seasonal banners and to discuss options for holiday decorations. At this meeting, it was decided that these new banners and decorations would be used in the downtown core: Palmer to Lorenz on 11 Mie and University to Greig on John R. The committee estimated that this would require (34) banners.

Additionally, a winter and a fall banner were selected from a catalog. After this meeting, further discussion happened via email and in other committees and a few other winter banner designs were suggested and it was the consensus to not include a fall banner. The designs that were picked ultimately come from the same supplier "Consort" so I believe that all the bidding company can fulfill a design for them. I have included the first banner that was chosen and two more circled on a catalog page of more winter designs. Just in case, we should pick a first and second choice.

Banner Quotes March 2025							
Company	Options	Banner Design & Material (30x60)			Design Fees	Freight	Banner Only To- tals
		QTY	Unit Price	Subtotal	Set Up fee	Ground Fees	
Kalamazoo Banner Works	Stock Designs	34	\$89.05	\$3,027.70	\$0.00	\$65.00	\$3,092.70
Banner Sign Co. Detroit	Stock Designs	34	\$84.60	\$2,876.40	\$25.00	\$50.00	\$2,951.40
Downtown Decorations	Stock Designs	34	\$99.00	\$3,366.00	0	\$94.69	\$3,460.69

The lowest bidding company is Banner Sign Co. in Detroit. If the board selects a banner that has room for a custom message, this will increase the banner costs. Banner Sign Co. said that adding a custom design would be \$50 to the total order.

Staff Recommended Action:

It is recommended that the DDA board not include a custom message in the banner because the text will be difficult to notice due to the banner size on a 25ft pole. It is further recommended that the DDA board pick a first and second choice of banner. Finally, it is recommended that the DDA board authorize staff to purchase (34) winter banners from the lowest of the three quoting companies. The cost is expected to be \$2,951.40, but staff asks they are authorized to spend up to \$3,500 to account for customization of banner or other unanticipated costs.