

**Downtown Development Authority of City of Madison Heights**

**Memorandum**

**Date:** April 10, 2026  
**To:** MHDDA Board  
**From:** Giles Tucker, Community Development Director

**Subject Downtown Banners**

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The DPS has swapped out the winter banners and discovered that we have lost around (9) banners and had accidents that hit three light posts and therefore we need (6) brackets. We lost three due to accidents and around (6) that were worn out or ripped due to intense wind we had over the winter season. There are warranties on the brackets, but not when the pole is hit by a vehicle.

I have contacted Banner Sign Co, the company that we purchased our banners from the last two times, but they haven't returned pricing. The DPS has recommended we order (6) of each banner design, replacement brackets and extra metal band straps.

The following is estimate of the total costs of such an order based on the most recent pricing we've had with Banner Sign Co.

<b>April 16th Banner Replacement</b>			
Item	Quantity	Unit Price	Total
MHDDA Custom Banner	6	\$96.33	\$577.98
Stock Banner- Summer Kite	6	\$84.60	\$507.60
Stock Banner- Winter Blue	6	\$84.60	\$507.60
Stock Banner- Winter Red	6	\$84.60	\$507.60
Metro Bracket (2) Per Pole	6	\$50.68	\$304.08
Screw Bands (4) Per Pole	96	\$8.80	\$844.80
<b>Total</b>			\$3,249.66

The banner products we use come from Consort Catalog. Both Banner Sign Co (BSC) and another company we have considered Kalamazoo Banner Works (KBW) use their products. Other companies we considered in the past provided quotes didn't sell the "SunBrella" canvas material we use for our banners and instead sell a cheaper plastic banner. I would recommend we stick with the same banners we've used as we know that exact design comes from their catalog. I will get pricing from both these companies to ensure we are getting fair pricing, KBW usually has better prices but not after we factor in shipping as BSC is in Detroit.

**Staff Recommended Action:**

Staff recommends that the DDA boards allow staff to purchase banner replacements and materials as described above for a price not to exceed \$5,000 to accommodate increases in unit prices after gathering quotes from Banner Sign Co. in Detroit and Kalamazoo Banner Works.