

Downtown Development Authority of City of Madison Heights

Memorandum

Date: December 27, 2022

To: DDA Board/ Design Committee

From: Giles Tucker, Community Development Director

Subject: **Banners & Other Improvements**

Physical Improvement Project Budget- \$20,000

Within this FY 2022-23 the DDA has built in \$20,000 for larger projects such as wayfinding & gateways, and banners. These funds were for physical improvement in the downtown in general and not specific to a particular project. In August 2022, I provided information pertaining to installing approximately 106 streetlight banners throughout the DDA area. At that time, the DDA board decided to hold off deciding until after we understood the cost of refurbishing and installing the holiday decorations. Staff needs direction as to whether we would like to move forward with banners or another project.

Staff Recommended Action:

Staff recommends that the DDA board ask the Design Committee to review and provide recommendations to the DDA board as to how to use the \$20,000 allocated within the 2022-23 budget at the February 14th meeting. If the Design Committee would like to move forward on a banner project for the downtown, they should answer the following questions before bringing to the DDA Board:

1. How many banners should we buy?
2. What size banner should we use?
3. What material should we use?
4. Verify we are using a quality bracket with flexible banner arm.
5. At least have an example banner design to include.

Company	Options	Banner Design & Material (30x60)			Brackets			Screw Bands & Other Hardware			Design Fees		Notes
		Quantity	Unit Price	Subtotal	Quantity	Unit Price	Subtotal	Quantity	Unit Price	Subtotal	Set Up fee	Grand Total	
Consort Display Group (Kalamazoo Banner Works)	Stock Design & Vinyl	106	\$69.21	\$7,336.26	212	\$48.96	\$10,379.52	424	\$7.92	\$3,358.08	\$0.00	\$21,073.86	Shipping costs are calculated on final invoice. Based out of Kalamazoo; has catalog of stock designs. Brackets have 12 year 80mph warranty for smaler banners. They also offer different options for flexible banner arms
	Custom Design & Vinyl	1325	\$5.82	\$7,711.50	212	\$48.96	\$10,379.52	424	\$7.92	\$3,358.08	\$25.00	\$21,474.10	
	Stock Design & Sunbrella	106	\$82.90	\$8,787.40	212	\$48.96	\$10,379.52	424	\$7.92	\$3,358.08	\$0.00	\$22,525.00	
	Custom Design & Sunbrella	106	\$99.40	\$10,536.40	212	\$48.96	\$10,379.52	424	\$7.92	\$3,358.08	\$0.00	\$24,274.00	
Consort Display Group Banner Sign Co. (Detroit)	Stock Design & Vinyl	106	\$69.21	\$7,336.26	212	\$43.52	\$9,226.24	424	\$8.80	\$3,731.20	\$0.00	\$20,293.70	Same Parent Company "Consort Display Group. Using the same brackets, they seem much better than what has been quoted from Displays 2 go and Signarama
	Custom Design & Vinyl	106	\$69.21	\$7,336.26	212	\$43.52	\$9,226.24	424	\$8.80	\$3,731.20	\$0.00	\$20,293.70	
	Stock Design & Sunbrella	106	\$78.76	\$8,348.03	212	\$43.52	\$9,226.24	424	\$8.80	\$3,731.20	\$0.00	\$21,305.47	
	Custom Design & Sunbrella	106	\$78.76	\$8,348.03	212	\$43.52	\$9,226.24	424	\$8.80	\$3,731.20	\$0.00	\$21,305.47	
signs.com	Stock Design & Vinyl	106	\$136.48	\$14,466.88	Included	Included	Included	??	??	??	N/A	\$14,466.88	Single ply 18oz Vinyl. This is not a durable material. 1-2 year solution max. Didn't have a salesperson to talk to, pulled info off website and may be incomplete.
	Custom Design & Vinyl	106	\$136.48	\$14,466.88	Included	Included	Included	??	??	??	N/A	\$14,466.88	
	Stock Design & Sunbrella	106	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	\$0.00	
	Custom Design & Sunbrella	106	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	\$0.00	
Displays 2 Go	Stock Design & Vinyl	106	\$86.69	\$9,189.14	106	\$114.74	\$12,162.44	Included	Included	Included	N/A	\$21,351.58	Single ply 18oz Vinyl. This is not a durable material. 1-2 year solution max. Bracket can hold up 30lbs. Premium spring bracket \$288.99 each
	Custom Design & Vinyl	106	\$86.69	\$9,189.14	106	\$114.74	\$12,162.44	Included	Included	Included	N/A	\$21,351.58	
	Stock Design & Sunbrella	106	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	\$0.00	
	Custom Design & Sunbrella	106	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	\$0.00	
Signarama (Clinton Township)	Stock Design & Vinyl	106	\$82.82	\$8,778.71	106	\$170.49	\$18,072.15	Included??	Included??	Included??	N/A	\$26,850.86	Best. 18oz DS/ Scrim vinyl 2 grommets 3/4" webbing Both sides Looped top & bottom 3" pole pocket double needle & sewn all around
	Custom Design & Vinyl	106	\$82.82	\$8,778.71	106	\$170.49	\$18,072.15	Included??	Included??	Included??	N/A	\$26,850.86	
	Stock Design & Sunbrella	106		\$0.00	N/A	N/A	N/A	N/A	N/A	N/A	N/A	\$0.00	
	Custom Design & Sunbrella	106		\$0.00	N/A	N/A	N/A	N/A	N/A	N/A	N/A	\$0.00	