



Staff Report

STATUS REPORT ON THE HOLIDAY BANNER PROGRAM

Honorable Mayor and Council Members:

Summary

Staff has cost estimates of less than \$2,500 to place two 4'x20' banners across Ralston Avenue and to place 48 15" ribbons on light poles on Ralston and adjacent business streets. Staff recommends that the Council select the banner design from the samples and direct staff to proceed with purchase and installation for the 2005 holiday season.

Background

At the October 11, 2005 City Council meeting, the City Council directed staff to develop a holiday banner program for 2005 that includes the two large banner sites and ribbons on light poles.

Discussion

Staff has obtained two estimates ranging from about \$1,800 to \$2,000 for two large, double-sided banners (4'x20') to be placed on Ralston Avenue. Staff has also received cost estimates of about \$400 for 48 ribbons (15" diameter with two tails). The ribbons will be attached to light poles (two ribbons per pole) along Ralston from the freeway to as far as they last along with some others placed on Sixth.

Fiscal Impact

Less than \$2,500 will come from the City Manager's budget.

Public Contact

No additional public contact.

Recommendation

It is recommended that the City Council select one of the banner samples and direct staff to have the ribbons and two banners installed for the 2005 holiday season.

Alternatives

1. Take no actions.
2. Accept staff recommendations
3. Direct staff to purchase and install only the two large banners.
4. Direct staff to purchase and install only the ribbons on the light poles.

Attachments

- A. Sample banner designs.
- B. Sample ribbon.

Respectfully submitted,

Jack R. Crist
Interim City Manager

Sample Banner #1



Sample Banner #2



Sample Banner #3



Sample Banner #4



Sample Banner #5



Product 2/15

PREVIOUS

PRODUCT LISTING

NEXT

#100 TEN LOOP VELVET/ RED/ 12 PACK.

Ribbon Type: Velvet
Ribbon Size: #100
Loops: Ten Loop
Color: Red
Diameter: 15"
Tail Size: 35"
Pack Size: 12 pack.
Durability: Weather proof bow.
Per bow price: \$6.95
Suggested Uses: 36" Ring
Wreath
Other Info:



PRICE: \$83.40 for 12 pack