

Meeting Date: 06/14/2016

**Information**

**Title:**

City of Ramsey Street Banners

**Purpose/Background:**

At a previous Council work session, staff was requested to bring back a case to present information regarding street banners.

The purpose of this case is to:

(A) Generally confirm the Council's position on deploying street banners (is this initiative important to the Council?).

(B) If deploying street banners is a priority for the Council, staff would like to discuss high-level scope, which will guide staff for a subsequent work session case (desired quality, design, quantity, timing, and locations?).

The City had a street banner program about 5-6 years ago. The banners were relatively small, not well-designed for their locations, and were installed using self-fabricated brackets (to reduce cost) that required significant maintenance due to breakage. The banners were removed from the COR after about two years.

Attached to this case are example banner orders, along with estimated pricing. Pricing is dependent on quality of bracket hardware, size and shape of banner, quantity of banners, artwork created or provided, etc. Staff will follow up with a specific street banner proposal, and alternatives, based on Council direction

**Timeframe:**

20 minutes

**Funding Source:**

2016 Marketing Budget

**Responsible Party(ies):**

Nichole Wenberg

**Outcome:**

The purpose of this case is to:

(A) Generally confirm the Council's position on deploying street banners (is this initiative important to the Council?).

(B) If deploying street banners is a priority for the Council, staff would like to discuss high-level scope, which will guide staff for a subsequent work session case (desired quality, design, quantity, timing, and locations?).

**Attachments**

Example Street Banner Quotes

Example Banners & Brackets

**Inbox**

Patrick Brama  
Kurt Ulrich  
Nichole Wenberg (Originator)  
Patrick Brama  
Nichole Wenberg (Originator)  
Patrick Brama  
Kurt Ulrich  
Nichole Wenberg (Originator)  
Kurt Ulrich  
Form Started By: Nichole Wenberg  
Final Approval Date: 06/09/2016

**Reviewed By**

Patrick Brama  
Jo Thieling  
Jo Thieling  
Kathy Schmitz  
Nichole Wenberg  
Patrick Brama  
Kathy Schmitz  
Nichole Wenberg  
Kurt Ulrich

**Date**

06/09/2016 10:08 AM  
06/09/2016 10:16 AM  
06/09/2016 10:21 AM  
06/09/2016 11:06 AM  
06/09/2016 11:21 AM  
06/09/2016 11:54 AM  
06/09/2016 02:31 PM  
06/09/2016 03:17 PM  
06/09/2016 03:37 PM  
Started On: 05/31/2016 12:01 PM

For Reference Only.  
Not part of 2/12/18 Request

**BANNER PRODUCTION & HARDWARE:**

Pricing is for double-sided, 55" x 24" vinyl banners + hardware for round light poles, one flag per pole (does not include installation).

Quantity of Banners	Number of Artwork Designs	Type of Hardware	Estimated Cost
<b><u>Red Leaf Design</u></b>			
50	1 design	Spring loaded brackets	\$12,760
50	4 designs	Spring loaded brackets	\$12,870
100	1 design	Spring loaded brackets	\$21,560
100	4 designs	Spring loaded brackets	\$21,670
<b><u>Northern Lights Display</u></b>			
50	1 design	Spring loaded brackets	\$9,350
50	4 designs	Spring loaded brackets	\$9,500
100	1 design	Spring loaded brackets	\$17,800
100	4 designs	Spring loaded brackets	\$18,100
<b><u>Grafix Shoppe</u></b>			
50	1 design	Non-spring loaded brackets	\$5,035.89
50	4 designs	Non-spring loaded brackets	\$5,296.27
100	1 design	Non-spring loaded brackets	\$8,257.14
100	4 designs	Non-spring loaded brackets	\$8,498.73

**ARTWORK CREATION:****Red Leaf Design:**

- 1 design= \$500-750
- 4 designs (same layout, alternating between 2 colors & various photos) = \$600-850

**EXAMPLE BANNERS**



last updated: 5/13/11

Street Banner Displays in Roseville  
brief

24" x 48" banners - a set of 8



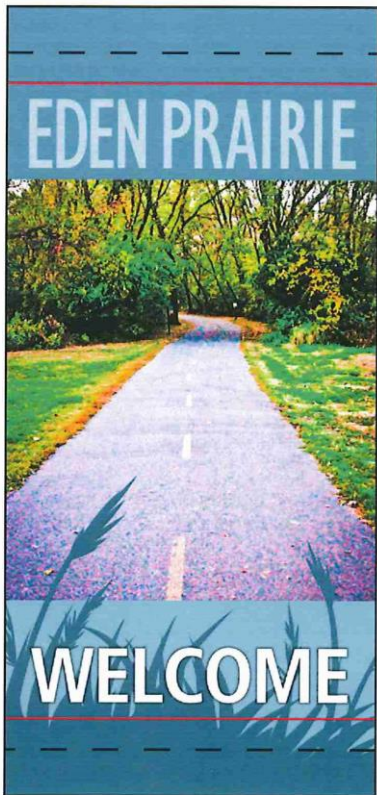
Roseville Housing and Redevelopment Authority / Jeanne Kelsey, Housing Program Manager | 651-792-7088 | jeanne.kelsey@roseville.mn.us

page 1 of 4



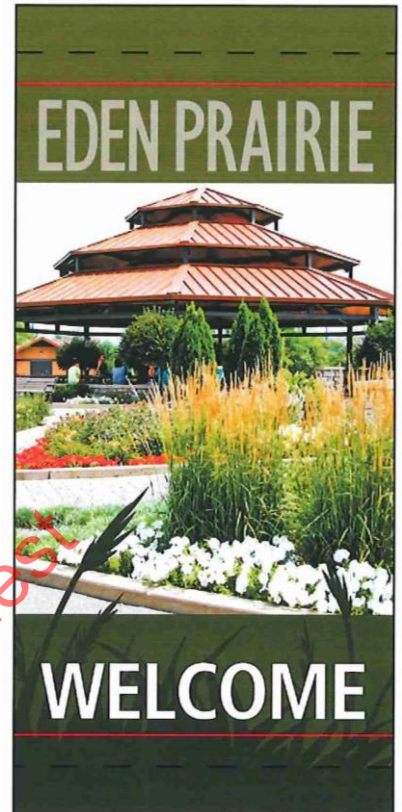
All designs remain the property of Northern Lights Display and cannot be duplicated without their expressed written permission

12255319\_6



3" Pocket  
← Safety Area

← Safety Area  
3" Pocket



FINISH SIZE: 51" h x 24" w





For Reference Only.  
Not part of 2/12/18 Request



**EXAMPLE BRACKETS**

**Non-spring loaded:**



Spring loaded:

