

BOARD OF ALDERMEN

ITEM NO. D(4)

AGENDA ITEM ABSTRACT

MEETING DATE: June 2, 2009

TITLE: Request permission to install “Walk Carrboro” Banners at 29 Locations in Downtown Carrboro

DEPARTMENT: Economic and Community Development	PUBLIC HEARING: YES ____ NO <u>x</u>
ATTACHMENTS: 1. Resolution 2. Banner Design 3. Location Map	FOR INFORMATION CONTACT: James Harris 918-7319

PURPOSE:

The purpose of this item is to request permission from the Carrboro Board of Aldermen to install twenty-nine “Walk Carrboro” banners in the downtown.

INFORMATION:

Five diverse Carrboro businesses, led by Jesse Kalisher of Kalisher Gallery, developed a promotional campaign and web site to attract people and retail traffic to downtown Carrboro. The campaign is entitled “Walk Carrboro”. It is supported by radio ads and sponsored by a web site. The campaign also has a map of retail locations in the downtown and is being distributed throughout the Triangle. The campaign supports the concepts being promoted by the Local Living Economy Task Force in that it promotes supporting local businesses. It continues the promotion of Carrboro’s downtown as an entertainment district with good restaurants, art galleries and music venues. The surrounding neighborhoods, which are accessible by pedestrian traffic really fits into the concept of the “Walk Carrboro” campaign. The banners once installed will remain in place and be used in conjunction with the holiday snowflakes. A few will be removed during the holiday season because of conflict with the holiday decorations. They will be reinstalled when the decoration comes down after the holiday.

Therefore, the staff has assisted with this project to help raise the \$5,250 of the total \$6,396.00 needed to purchase and install the banners. Staff has also worked with Duke Energy on an agreement that will allow the banners to hang from 29 poles in the downtown. As the banners belong to the Town, the staff will oversee the installation of the banners.

The purpose of this item is to share with the Board the design of the banners, the proposed locations, and to request formal permission to install them in the downtown. This project will be

completed upon receiving the revised pole attachment agreement from Duke Energy. The execution of the agreement is required prior to installation of the banners.

FISCAL IMPACT:

This project is being funded from private donors. The banners and banners will belong to the Town of Carrboro. The cost of installation is included in the cost estimate.

STAFF RECOMMENDATIONS:

Staff recommends board approval of the banner locations and the use of the banners in the downtown.