

BOARD OF ALDERMEN

ITEM NO. A(1)

AGENDA ITEM ABSTRACT

MEETING DATE: September 11, 2012

TITLE: Street Banner Program

DEPARTMENT: Economic and Community Development	PUBLIC HEARING: YES or <u>NO</u>
ATTACHMENTS: A. Budget Ordinance Amendment B. Proposed Film Festival Banner Design C. Banner Example from Another Community	FOR INFORMATION CONTACT: Annette D. Stone, AICP, 919-918-7319 Arche McAdoo, 919-918-7439

PURPOSE:

The purpose of this agenda item is to amend the FY 2012-13 Budget Ordinance so that the Department of Economic and Community Development may collect revenues and spend them to implement a Banner Program throughout the Downtown.

INFORMATION:

The Banner Program is designed to be sustainable through business sponsorship of banners that create interest and promote Carrboro events. The banners would be hung throughout the Town in a similar manner and location as the Walk Carrboro and Centennial banners have been hung in the past. The aim is to enliven the Downtown with color, draw attention to the Film Festival (and other events as this program could be repeated), and promote economic activity for the community.

Banners would be purchased by businesses to have their business name placed on an individual banner. Attached is a proposed design for the Film Festival Banner and an example of a banner used in another community.

FISCAL IMPACT:

The total cost to produce and install 25 banners throughout downtown is \$3,337.00 (\$1,837.00 for production and \$1,500.00 to install). There are 25 banner locations and businesses would have an opportunity to purchase one for \$150.00 for total estimated revenues of \$3,750.00.

RECOMMENDATION:

Staff recommends the Board consider adoption of this program and the attached budget ordinance amendment.