



## CITY COUNCIL MEETING STAFF REPORT

**Meeting Date:** February 24, 2025

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**Agenda Item:** Mill Creek Banner Improvements

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**Subject | Summary:** Banners for Mill Creek

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**Agenda Category:** New Business

**Submitted By:** Michele Peterson

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**Recommended Motion:** Motion to approve the additional size and price increase as recommended.

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**Community Engagement and Outreach:**

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**FISCAL IMPACT:**

**Amount:**

**Ongoing Cost :**

**One-Time Cost :**

**Included in Current Budget?:**

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**FISCAL DETAILS:**

**Fund Name(s) (Operations | Capital):**

**Account Code:**

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**Background:**

Background:

- Chatfield Banner Program was introduced in 2024 with banners hung from May 1st- October 18th
- With assistance from the Chatfield Alliance, banners were designed and printed through Canva for a minimal fee to support local community youth activities and advertise businesses
- Requirements were a 72x36 inch banner with grommets for hanging, mesh material for flow and \$100 for the year

Recommendation for 2025:

- Introducing two sizes of banner:
  - Large (96x48 inches) - \$130
  - Medium (72x36 inches)- \$100
  - \* only option offered in 2024
- Re-marketing of the 2024 banners:
  - We currently have (3) businesses from last year with banners in great shape
  - \$50 to cover the cost of hanging/ taking down/storage/park improvements)

**Looking Ahead:** We are excited to allow businesses to advertise for a minimal amount as well as support our Parks and Recreations Department while supporting Youth Activities.

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**Attachments:**