

RESOLUTION NO. 2016-173

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF ELK GROVE
ESTABLISHING A MILITARY STREET BANNER PROGRAM AND APPROVING THE
PROGRAM BROCHURE, APPLICATION, BANNER DESIGNS AND PROPOSED
BANNER LOCATIONS**

WHEREAS, the City Council of the City of Elk Grove has a long-standing high regard for those who serve, or have served, in our country's military; and

WHEREAS, City staff estimates there are approximately 9,000 military veterans living in the City of Elk Grove; and

WHEREAS, those residents who serve in the nation's military, and those who have served with an honorable discharge, are a vital resource of the City, and a military banner program honoring their service would serve the public interest; and


WHEREAS, the program would pay tribute to eligible candidates through the production, installation and display of street banners along the public right-of-way; and

WHEREAS, program criteria, a nomination form, and a sponsorship form have been developed in conjunction with a customizable banner design.

NOW, THEREFORE, BE IT RESOLVED that the City Council of the City of Elk Grove hereby establishes a Military Street Banner Program and approves:

1. Program Brochure and Application as outlined in Exhibit A; and
2. Banner Designs as outlined in Exhibit B; and
3. Military Street Banner Locations as denoted in Exhibit C.

PASSED AND ADOPTED by the City Council of the City of Elk Grove this 14th day of September 2016.




GARY DAVIS, MAYOR of the
CITY OF ELK GROVE

ATTEST:



JASON LINDGREN, CITY CLERK

APPROVED AS TO FORM:



JONATHAN P. HOBBS,
CITY ATTORNEY

EXHIBIT A



CITY OF
ELK GROVE

MILITARY STREET BANNER PROGRAM

APPLICATION



CITY OF
ELK GROVE

City of Elk Grove

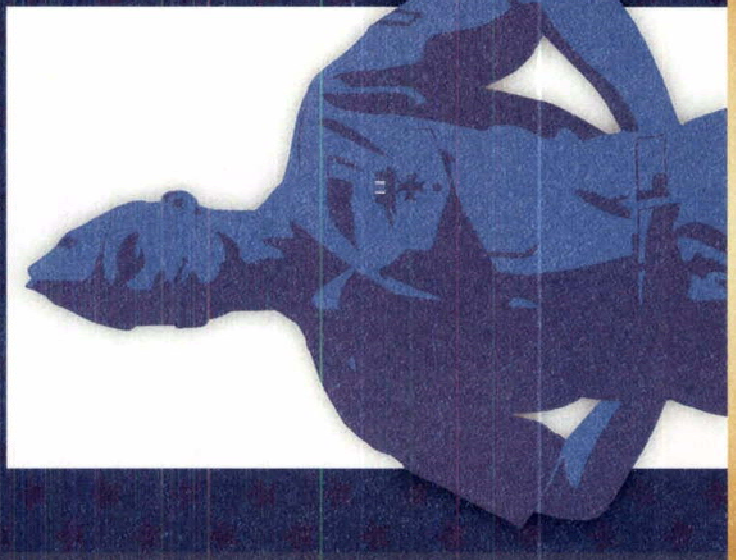
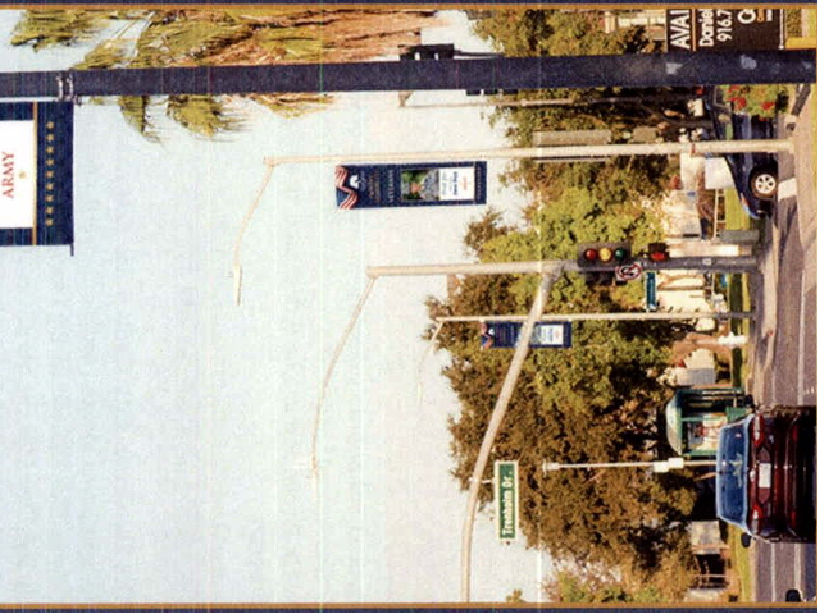
8401 Laguna Palms Way
Elk Grove, CA 95758

QUESTIONS

For more information about the Military Street Banner Program, please call 916.478.3633 or email militarybanner@elkgrovecity.org

elkgrovecity.org/banners

HONORING
our HEROES



ABOUT THE PROGRAM

The City of Elk Grove and its residents have a long-standing and high regard for those who serve, or have served, in the military. There are an estimated 9,000 veterans who reside in Elk Grove. The Elk Grove City Council approved the creation of a Military Street Banner Program in December 2015 to honor those residents who served in the United States Armed Forces and to promote civic pride.

PROGRAM QUALIFICATIONS

Retired or honorably discharged members of the United States Armed Forces who reside in Elk Grove, or resided in Elk Grove and are now deceased, are eligible for the program.

BANNER LOCATIONS

The Elk Grove City Council has designated the use of 75 light poles located on Elk Grove Boulevard and Civic Center Drive between Big Horn Boulevard and Laguna Springs Drive for the purposes of this program. Available space is determined on a first-come, first-served basis among qualified applicants. All banner locations shall be determined solely by the City. A banner sponsor cannot select a specific location.

Banners will be installed on a schedule determined by the city in conjunction with a vendor selected by the City through a competitive bid process.

BANNER STYLE AND DISPLAY

Double-sided, full color, 30" x 96" custom digital banners that include an image of the honoree will be displayed for 12 months. Upon removal, the banner will be retired and given to the honoree or honoree's family.

An official military portrait of the honoree is suggested for this purpose. If such an image is not available, an image of the honoree void of other people or objects can be provided. A high resolution JPG or PNG digital image (600 dpi or greater) is preferred. A high resolution 5" x 7" or larger portrait style photo will be accepted in lieu of a digital image. Original photos will not be returned.

SUBMIT AN APPLICATION

As an ongoing program, applications will be accepted year-round. Please complete the application form and submit the following *supporting documentation*:

- Proof of residency for the service member (i.e. copy of utility bill or driver's license)
- Verification of active duty dates (i.e. copy of military orders or military ID)
- Honorable discharge or retirement papers with SSN redacted
- High Resolution digital image or 5 x 7 photograph of honoree

Once the application is approved, City staff will notify the applicant, process the sponsor payment, and produce the banner. Online applications can be submitted by visiting elkgrovecity.org/banners.

SPONSOR A BANNER

Customized military street banners are funded through private donations. Banners may be sponsored by individuals or organizations. The cost of each banner is \$150.00 (including installation and removal). Please complete the Sponsor Information included on the application. City staff will follow up for full payment at the time of the application acceptance.

A certificate commemorating your sponsorship will be sent at the time of the banner installation.

Return Completed Applications to:

City Managers Office
Military Street Banner Program
8401 Laguna Palms Way
Elk Grove, CA 95758
militarybanner@elkgrovecity.org

WAIVER AND LIMITATIONS

The City of Elk Grove is not responsible for replacing banners that are stolen, damaged, or destroyed due to age, vandalism, or any acts of nature including high winds. Any loss or damage to an installed banner will be handled at the discretion of the City.

One banner per service member installed throughout a 12 month period. Installation and removal of the banners are at the City's discretion.

APPLICATION FORM

NOMINATE

- I want to nominate a Veteran for a Military Street Banner

Name of Service Member: _____

NOTE: The service member's name will be taken directly from this application.

Rank: _____

Branch of Service: _____

Please check one of the following:

- Thank You (Retired or Discharged Veterans)
 In Memory Of (Deceased Veterans)

Name of Applicant: _____

Relationship to Service Member: _____

Address: _____

Phone Number: _____

E-mail: _____

**ALL SUPPORTING DOCUMENTATION
MUST BE INCLUDED WITH APPLICATION**

SPONSOR

- I want to Sponsor a Military Street Banner

Sponsor/Business name: _____

Relationship (if any): _____

Billing Address: _____

Phone Number: _____

E-mail: _____

CUSTOMIZED



CITY OF
ELK GROVE

PROUDLY
HONORS ITS

VETERANS



Thank You

SERGEANT

Jane Doe

★
ARMY
★



BASIC



CITY OF
ELK GROVE

PROUDLY
HONORS ITS

VETERANS

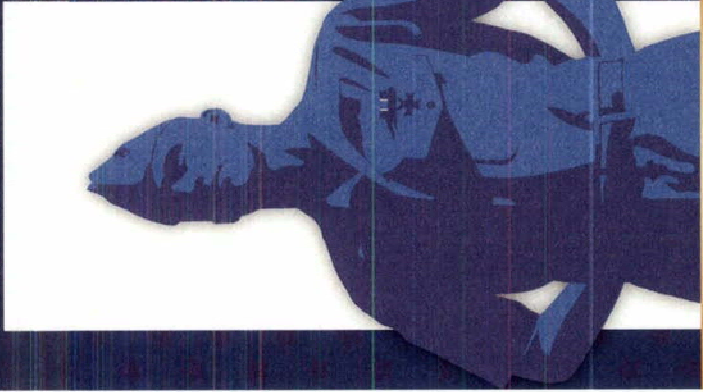
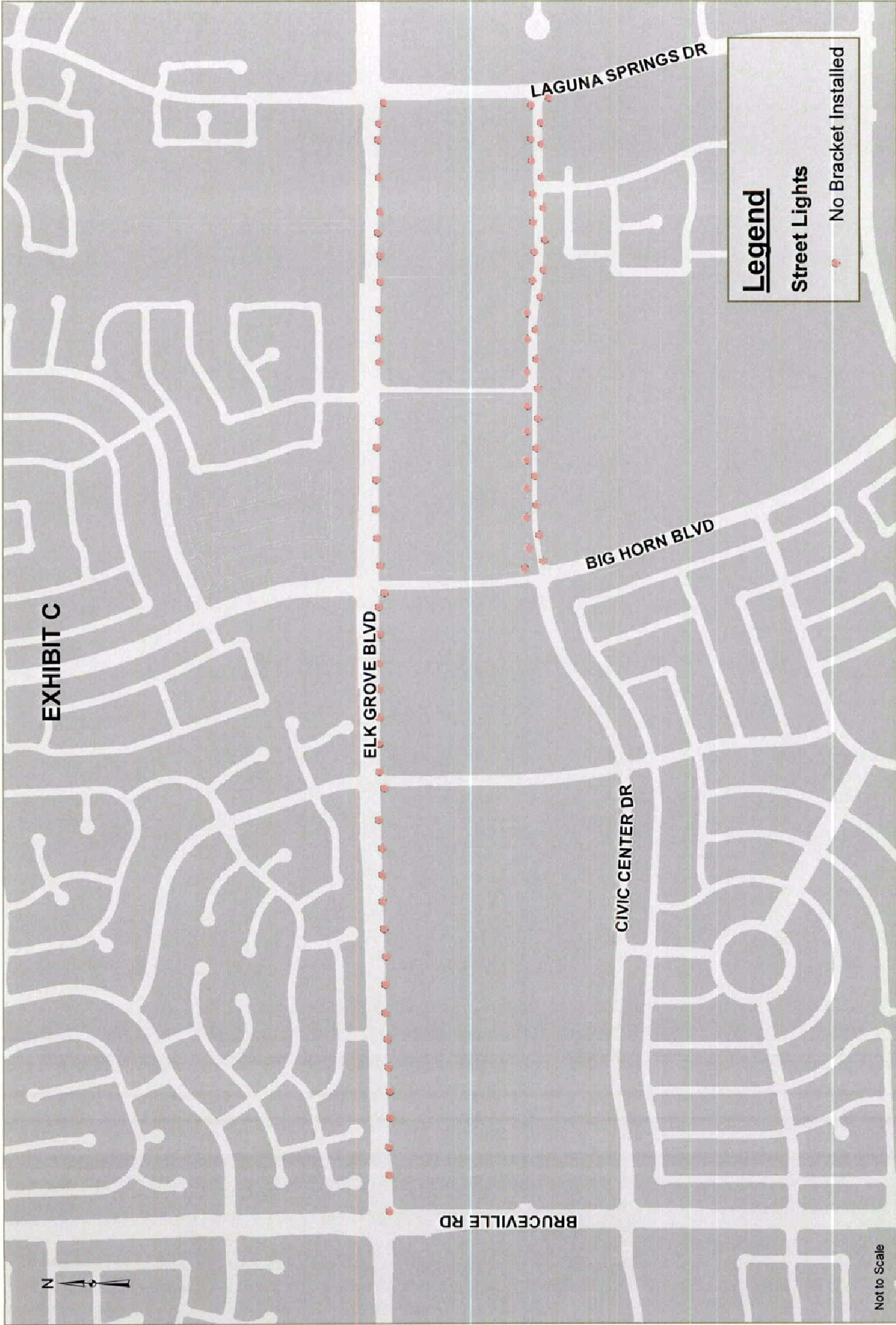


EXHIBIT C



Legend

Street Lights

• No Bracket Installed

Not to Scale



**Street Light Banner Brackets Needed
Elk Grove Blvd and Civic Center Drive
From Bruceville Rd to Laguna Springs Dr**

City of Elk Grove
City Manager's Office
8401 Laguna Palms Way
Elk Grove, California 95758

**CERTIFICATION
ELK GROVE CITY COUNCIL RESOLUTION NO. 2016-173**

STATE OF CALIFORNIA)
COUNTY OF SACRAMENTO) ss
CITY OF ELK GROVE)

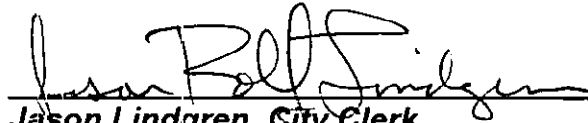
I, Jason Lindgren, City Clerk of the City of Elk Grove, California, do hereby certify that the foregoing resolution was duly introduced, approved, and adopted by the City Council of the City of Elk Grove at a regular meeting of said Council held on September 14, 2016 by the following vote:

AYES : **COUNCILMEMBERS:** *Davis, Ly, Detrick, Hume, Suen*

NOES: **COUNCILMEMBERS:** *None*

ABSTAIN : **COUNCILMEMBERS:** *None*

ABSENT: **COUNCILMEMBERS:** *None*


**Jason Lindgren, City Clerk
City of Elk Grove, California**