

ITEM	4
MANAGER'S REPORT #	29
COUNCIL MEETING	95/06/19

**TO:** CITY MANAGER

1995 JUNE 14

**FROM:** DIRECTOR PLANNING AND BUILDING

**SUBJECT:** FUNDING FOR EDMONDS TOWN CENTRE BANNER PROGRAM

**PURPOSE:** To obtain Council authority to introduce a Capital Reserve Fund Expenditure Bylaw for the implementation of the Edmonds Town Centre Banner Program.

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**RECOMMENDATION:**

1. THAT Council bring forward a Capital Reserve Expenditure Bylaw in the amount of \$34,000 for the implementation of a Banner Program for the Edmonds Town Centre.

**R E P O R T**

**1.0 BACKGROUND**

At the regular Council Meeting of 1995 May 08, Council approved in principle a banner program for the Edmonds Town Centre. The 1995 May 08 Council report outlined the banner route and indicated that business and property owners abutting the proposed banner locations would be canvassed to ascertain the degree of support for the proposed banner program.

The preliminary banner designs have been submitted by the schools with catchment areas within the Edmonds Study Area, and the selection process for the final banner design(s) is underway. Consequently, the advancement of funds for the costs of banner production and installation equipment is now desirable.

**2.0 FINANCING**

The approximate cost for the banner program is estimated at \$34,000. This includes \$17,000 for banner installation, including the permanent installation of brackets on existing light standards by the City, plus \$17,000 for the production of one set of 255 nylon banners, including spares. This set of banners will be utilized this summer, cleaned and stored for the winter, and displayed again next summer.


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Letters have been written to business and property owners along the banner route to ascertain the level of support for the banner program. As anticipated, a few businesses have expressed an interest in contributing financially. Any contributions will offset the City's costs associated with the Edmonds Town Centre Banner Program.

It is recommended that funds be drawn from the 1995 Community Plan Implementation component of the 1995 - 1999 Capital Program.

### 3.0 CONCLUSION

In order to proceed with implementation of the banner program, Council is requested to authorize the expenditure of up to \$34,000 and bring forward a Capital Reserve Expenditure Bylaw. It is recommended that funds be drawn from the 1995 Community Plan Implementation component of the 1995 - 1999 Capital Program.



D.G. Stenson, Director  
PLANNING AND BUILDING

KF:gk

cc: Director Engineering  
Director Finance