



City of Margate

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Legislation Text

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TO: Chair and Members of the Board

FROM: Diane Colonna, Executive Director

DATE: March 11, 2015

REPLACEMENT OF LIGHT POLE BANNERS ON MARGATE BOULEVARD AND NW 58TH AVENUE.

BACKGROUND: As part of the rebranding efforts, the CRA will be updating and replacing the light pole banners on Margate Boulevard and NW 58th Avenue.

The designs were provided by RMA marketing staff, and reviewed by a staff committee representing various City departments. The committee recommends going with two designs alternating on the poles. One banner includes the logo and city name and the second banner included the logo and tagline "Together We Make it Great". A third banner option will be introduced in later months creating visions of the tagline. Representations of the banners are included in the back up.

RECOMMENDATION: Discussion and direction on the pole banners for Margate Boulevard/NW 58th Avenue.

FISCAL IMPACT: The cost to replace the banners is anticipated to be less than \$2,500.00. Funding is allocated in 140-01510-512.31-05.

CONTACT PERSON: Diane Colonna, Executive Director