SUBJECT: CGI COMMUNICATIONS, INC. – Community Video & Street Banner Branding Program

SOURCE: Administration

COMMENTS: On November 15, 2005, the City Council approved a Community Video & Street Banner Branding Program offered through CGI Communications, Inc., through their partnership with the U. S. Conference of Mayors and eight League of Cities. Staff was directed to proceed with the implementation of the program which would be effective for three years.

The video footage has been taken and CGI Communications staff are currently approaching local businesses on a sponsorship program for Street Banners. Businesses are allowed to showcase their name and logo on the lower 25% of the banner, and the more businesses they obtain, the more banners they will have to install in our community. CGI Communications provides all brackets and necessary hardware, and they are responsible for the installation and maintenance of the banners. The remaining portion of the banner will be branded with the City’s website address to increase awareness and potentially drive traffic to the City’s website by our residents, visitors and daily commuters. The banners will be in color, and be custom-designed on a vinyl background material. The banners are two-sided and are 2 ½ feet by 6 feet in size. According to the contract, a minimum of 25 banners would be installed, and additional banners depending on the number of sponsors obtained.

Attached for Council approval are:

1. Banner Proof for two designs prepared by CGI Communications;
2. Samples of Banner Designs prepared for various cities;
3. Banner Pricing Guide;
4. First Year Plot Map for banner locations prepared by CGI Communications.

[Signatures and annotations]
Since over 100 locations are being considered for banner replacement, some of which are located in median islands, and locations are City-wide including Main Street, Henderson Avenue, Morton Avenue and Plano Street, staff has asked Mr. Rich Wheeler, Renewal Manager for CGI Communications, Inc. to be present to answer any questions the Council may have relating to the banners.

RECOMMENDATION: That the City Council:

1. Approve the attached Banner Design for the City of Porterville, or appoint an ad hoc committee comprised of two Council Members to design a new Banner; and

2. Approve the banner locations proposed by CGI Communications, Inc.
Below is a copy of the proposed City Banner design. Please note that the clarity and colors of the printed banners may vary slightly from those shown on this proof due to the difference in materials. You must Fax or Mail in your approval, as we need your signature on the proof before we can print.

If any changes are needed please call Jennifer Prusak ext.224

Signature: ___________________________ Date: ___________________________

Artwork APPROVED without alterations
Banner Pricing Guide

STANDARD

$495/ $445 w/ Full Payment
- Standard Print Style Sponsorship
- Year Established

BRONZE

$595/ $545 w/ Full Payment
- Customized Sponsorship
- Year Established
- Street Preference

* This design is a visual concept and may not be the chosen community design

Community Banner Services, A Division of CGI Communications, Inc.
Corporate Headquarters
130 East Main Street • Rochester, NY 14604 • Tel: (585) 427-0020 • Fax: (585) 427-0075 • Toll Free: (800) 398-3029
PLATINUM

$3750 / $3375 w/ Full Payment

- Gateway Entrance Banner - FULL COLOR LOGO
- 5 Additional Street Banners
- 7 Total Premium Pole Sites
- Customized Logo with "Home Of" Utilized
- Year Established

GOLD

$1895 / $1795 w/ Full Payment

- Customized Sponsorship
- Year Established
- Preferred Pole Sites

SILVER

$1395 / $1295 w/ Full Payment

- Customized Sponsorship
- Year Established
- Preferred Pole Sites

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