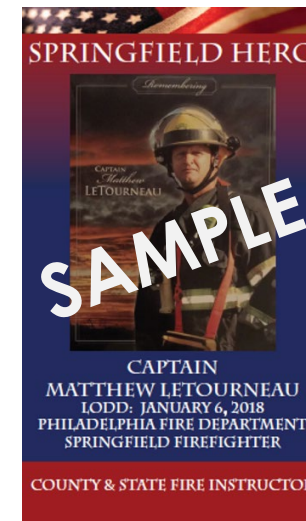


# Veterans & First Responders Banner Program



# Program Overview

- Recognize veterans and first responders through personalized banners.
- Display banners on decorative light poles in key City locations.
- Similar programs exist in Fort Pierce, Melbourne, Palm Bay, and several other communities throughout Florida and the country.



## Purpose

- Celebrate military service and community dedication.
- Enhance public spaces with meaningful displays.
- On new Veterans landing page, which will debut in 2025, City will include a map of banners for residents to enjoy.

# Location Options

- **Option 1**
  - **Veterans Banners:** Crosstown Parkway
    - 621 pedestrian lights (15 feet high)
    - 116 roadway lights (40 feet high)
  - **First Responders Banners:** Village Parkway
    - 408 roadway lights (40 feet high)
- **Option 2:**
  - **Primary location for all banners:** Crosstown Parkway
  - **Secondary location for all banners:** Village Parkway

# Program Details

- **Banner Design:**
  - Includes honoree's name, rank/role, and branch/department.
- **Cost to Participants:**
  - Fixed price per banner unit (including hardware).
- **Installation Method:**
  - Non-invasive banded mounts with breakaway arms.
- **Funding:**
  - Banners funded by veterans/first responders, families, or sponsoring organizations.
- **Time Frame:**
  - Banners would be installed from November 1<sup>st</sup> to May 31<sup>st</sup>
  - Afterwards, banners are provided to veteran/first responders or family member(s)

# Example Program

- **Program Requirements:**

- To qualify, the honoree must be a United States Armed Forces active duty or honorably discharged service member or a military service member who has died in the line of duty, or the honoree must be an active or retired first responder.
- Proof of military service (i.e. copy of military orders or military ID, DD214) or proof of first responder career will be required.

- **Honorees must also be:**

- A current City of Port St. Lucie resident, or
- A business/property owner in the City of Port St. Lucie or
- An immediate family member\* of a current City of Port St. Lucie resident or business/property owner, or
- A City of Port St. Lucie employee.

\*Immediate family members include wife or husband, son or daughter, mother or father, brother or sister, grandson or granddaughter, or son-in-law or daughter-in-law.

- **Qualified applicants will be selected for banners on a first-come, first-served basis.**

# Safety and Installation Plan

- **Pole Assessment Findings:**
  - Poles can support banners with a **breakaway arm system** rated for 150 mph winds.
- **Banding installation** avoids damage to pole structures.
- **Banding Method:**
  - Secures banners without drilling, preserving structural integrity.
- **Vendor Coordination:**
  - A vendor of the City's choosing will handle banner production and installation.
  - Lift equipment sourced through rental or City facilities.

# Costs and Maintenance

- **Initial Costs:**

- Fixed price per banner unit. (Paid by veteran/first responder, family or organization)
- Installation costs vary based on lift usage.

- **Ongoing Maintenance:**

- Routine inspections and replacements as needed.
- Minimal additional costs due to breakaway design and durable materials.



## Recommendations

- **Approve the Veterans & First Responders Banner Program.**
- **Authorize the use of Crosstown Parkway and/or Village Parkway poles for installation.**
- **Direct staff to launch the program.**

**Thank you for your consideration.**

**Questions or Comments?**