



## **2021 ID Signage Subcommittee**

### **Downtown East and Downtown West Perimeter Signage**

### **Mill District and Gateway Aluminum Banners for Street Lights**

#### **FINAL Proposal AND BUDGET for DMNA Board Approval**

**ID Signage Subcommittee: Wendy Rubinyi, Janice Klun, Douglas Pearson, Kendra Jamieson**

The purpose of the ID Signage Subcommittee, of the DMNA Engagement Committee, is to create branded neighborhood and neighborhood district signage.

This signage creates a unique identity for all Downtown Minneapolis Neighborhoods that will promote economic development, revitalize existing businesses, attract new businesses as well as invite additional visitors and residents to downtown.

Branded signage is a proven strategy that is used to create affiliation and identity.

Branded signage will celebrate our unique neighborhoods and districts.

#### **2021 Key Goal:**

**Deliver neighborhood identification signage, through branded efforts, for residents, businesses, and future growth.**

#### **Deliverables include:**

- Create a branding and style guide for the future signage for all Downtown Neighborhoods and Districts.
- Produce and install branded signage for Downtown East and Down West perimeter signs.
- Produce and install branded signage for streetlights in the Mill District and the Gateway District.

#### **BUDGET:**

**Currently Allocation from DMNA: \$15,000**

**Additional amount needed to complete ALL phases/years.**

**This includes Maintenance and city permits: \$26,797**

(Detailed budget breakdown included in this document)

#### **Branding efforts for the Downtown signage include:**

- New Signage Typography
- New Downtown East & West Neighborhood & District Colors
- New Signage Graphics
- Metal sign layout per city specs
- Mill District Aluminum Banner Design and layout per city specs
- Creation of a Downtown Style Guide
- All new signage includes the DMNA Logo in the lower right corner in Black & White and the DMNA Website in the left corner in white.
- Metal or Aluminum Banners can NOT have any additional sponsors listed on any banners or signs per city ordinance.

**Phase 1: Completed**

**Metal Downtown East and Downtown West Perimeter Signs**

**Includes:**

- 29 Branded Metal perimeter signage for Downtown East and Downtown West per city ordinances.
- Expected lifespan: 5 years
- Permits approved and paid. City maintains and replaces signs. Extra signs ordered
- Signs approved and paid
- Sign delivery expected by 9.1.2021
- City install: 60 days after sign delivery
- Downtown West-18
- Downtown East-11



**Phase 2: Proposed**

**Mill District Aluminum Banners**

**Includes:**

- 156 15x30 Aluminum Banners to hang on streetlights in the Mill District.
- Expected lifespan: 5 years
- 2 Aluminum Banners per block.
- Produced by city approved vendor.
- Cost includes:
  - Aluminum Sign Production + 20 extra signs
  - Streetlight hardware
  - Install for hardware and Aluminum Banners
  - Permit (yearly) on 156 Aluminum Banners

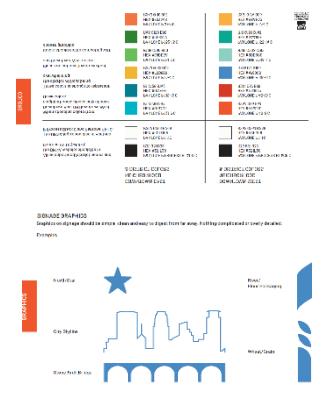


**Phase 3: Proposed**

**Gateway District Aluminum Banners**

**Includes:**

- 44 15x30 Aluminum Banners to hang on streetlights in the Gateway District
- Expected lifespan: 5 years
- 2 Aluminum Banners per block.
- Produced by city approved vendor.
- Cost includes:
  - Aluminum Sign Production + 10 extra signs
  - Streetlight hardware
  - Install for hardware and Aluminum Banners
  - Permit (yearly) on 44 Aluminum Banners



**DMNA 2021 ID Signage Subcommittee. Downtown East and Downtown West Perimeter Signage  
Mill District and Gateway Aluminum Banners for Street Lights Costs for Five Years**

	Description	2021	2022	2023	2024	2025	Total Cost/5 years
Downtown Signage Designs and Style Guide <b>(Completed)</b>	*Signage Typography *Downtown Neighborhood & District colors *Signage graphics *Metal sign layout per city specs *Mill district Aluminum Banner Signage	\$2,835 (Work Complete)	500 (For phase 3 Gateway sign design)	0	0	0	\$3,335
<b>Phase 1: (Completed)</b> Branded Metal signage for Downtown East and Downtown West per city ordinances	Metal perimeter signs. Locations: Downtown West-18 Downtown East-11	\$4,808 (includes extra signs for damage and replacement. City replaces for free)	0	0	0	0	\$4,808
<b>Phase 2: (Proposed)</b> Branded Aluminum Banners for the Mill District. @2 Aluminum Banners per block. Produced by city approved vendor.	156 15x30 Aluminum Banners to hang on streetlights in the Mill District. Cost includes: Aluminum Sign Production + 20 extra signs Streetlight hardware Cost of install for hardware and banners.	\$25,288 Life expectancy of aluminum banners is 5 years	\$1,120 8 aluminum banners @ \$140 replaced per year	\$1,120 8 aluminum banners @ \$140 replaced per year	\$1,120 8 aluminum banners @ \$140 replaced per year	\$1,120 8 aluminum banners @ \$140 replaced per year	\$29,768
City of Minneapolis	Permit (yearly) on 156 Aluminum Banners	\$835	\$835	\$835	\$835	\$835	\$4,175
<b>Phase 3 (Proposed)</b> Branded Aluminum Banners for the Gateway District. @2 Aluminum Banners per block	44 15x30 Aluminum Banners to hang on streetlights in the Gateway District. Cost includes: Aluminum Sign Production + 10 extra signs Streetlight hardware Cost of install for hardware and banners.	0	\$ 8,220	\$140 @1 banner replaced per year	\$140 @1 banner replaced per year	\$140 @1 banner replaced per year	\$ 8,640
City of Minneapolis	Permit (yearly) on 44 Aluminum Banners	0	0	275	275	275	\$825
<b>Total for all Phases of the DMNA ID Signage Project</b>	*Includes initial costs *Maintenance *City of Minneapolis Permits						\$41,797
\$ DMNA allocated to the ID Signage		\$15,000					\$15,000
Yearly Cost		\$18,766	10,675	2,370	2,370	2,370	
<b>Amount needed to complete ALL phases/years</b>							<b>\$26,797</b> (\$41,797-\$15,000)

**Mill District & Gateway Aluminum Banners Proposal for Fundraising:**

- Create a "Sponsorship/ Friends of" Program where businesses get a certificate and recognition of participation in the Mill District and Gateway District Banner Programs. This program can be a one-time or yearly program.
- Program participants will receive:
  - an award certificate, with the amount contributed.
  - recognition from the board of directors at a public meeting
  - an article on the website and other local publications acknowledging the important role the business plays in the community.