



STAFF REPORT

TOWN COUNCIL MEETING OF DECEMBER 13, 2016

To: Town Council

From: Town Manager, Chamber of Commerce

Subject: Town Branding Program - Sidewalk Tiles with Historical Mural Pictures

Date: December 7, 2016

RECOMMENDED ACTION:

Approve a community grant to the Loomis Chamber in an amount not to exceed \$5,000 for 40 fade-resistant, slip resistant; graffiti proof set of tiles with historical mural pictures.

DISCUSSION/BACKGROUND:

Strategic Direction #3 of the Town Council Strategic Plan calls for the branding of Loomis. At the August 11, 2015 Town Council meeting, the Council approved the "Historic Fruit Label" branding concept presented by staff and the Chamber.

REQUEST:

The Loomis Chamber is requesting a community grant not to exceed \$5,000 for 40 fade-resistant, slip resistant; graffiti proof set of tiles with historical mural pictures that will be framed and placed near the sidewalk out of the public way.

CEQA:

This item is exempt from CEQA.

FINANCIAL IMPLICATIONS:

Funds will come from Fund 319.200 – CDBG Revolving funds. The fund currently has \$188,000 available.



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3665 Taylor Road
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To: Joan Phillippe
Loomis Town Council Members

In conformance with the Town of Loomis Branding Program that was approved on February 9th to create a walking historical loop, the Loomis Basin Chamber of Commerce is respectfully requesting additional \$5,000 to order 40 fade-resistant, slip resistant; graffiti proof set of tiles with historical mural pictures.

The funding breakdown is as follows:

Estimate 40 tiles \$4000

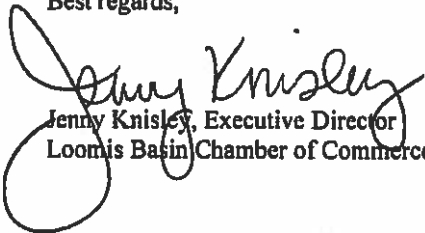
Estimate graphic work 20 hours service at a rate of \$40/hour \$800

We will provide the Town of Loomis with invoices and documentation and keep the cost as low as possible.

I have met with Town engineer and Public Works Director, Britt Snipes to determine that the tiles will be framed and placed near sidewalk out of the public way. The tiles will be installed during the construction period of the Down Town improvement project in spring of 2017.

We appreciate your support and joint efforts in our mission to build our branding around the historical fruit packing labels originating from the Loomis area through the creation of a walking historical loop by adding murals and expanding the use of the packing labels in streetscape, signage, marketing materials, events and shop local campaign.

Best regards,


Jenny Knisley, Executive Director
Loomis Basin Chamber of Commerce