

Deck Downtown with Colorful Banners

Fa-la-la-la-la...la-la-la-la

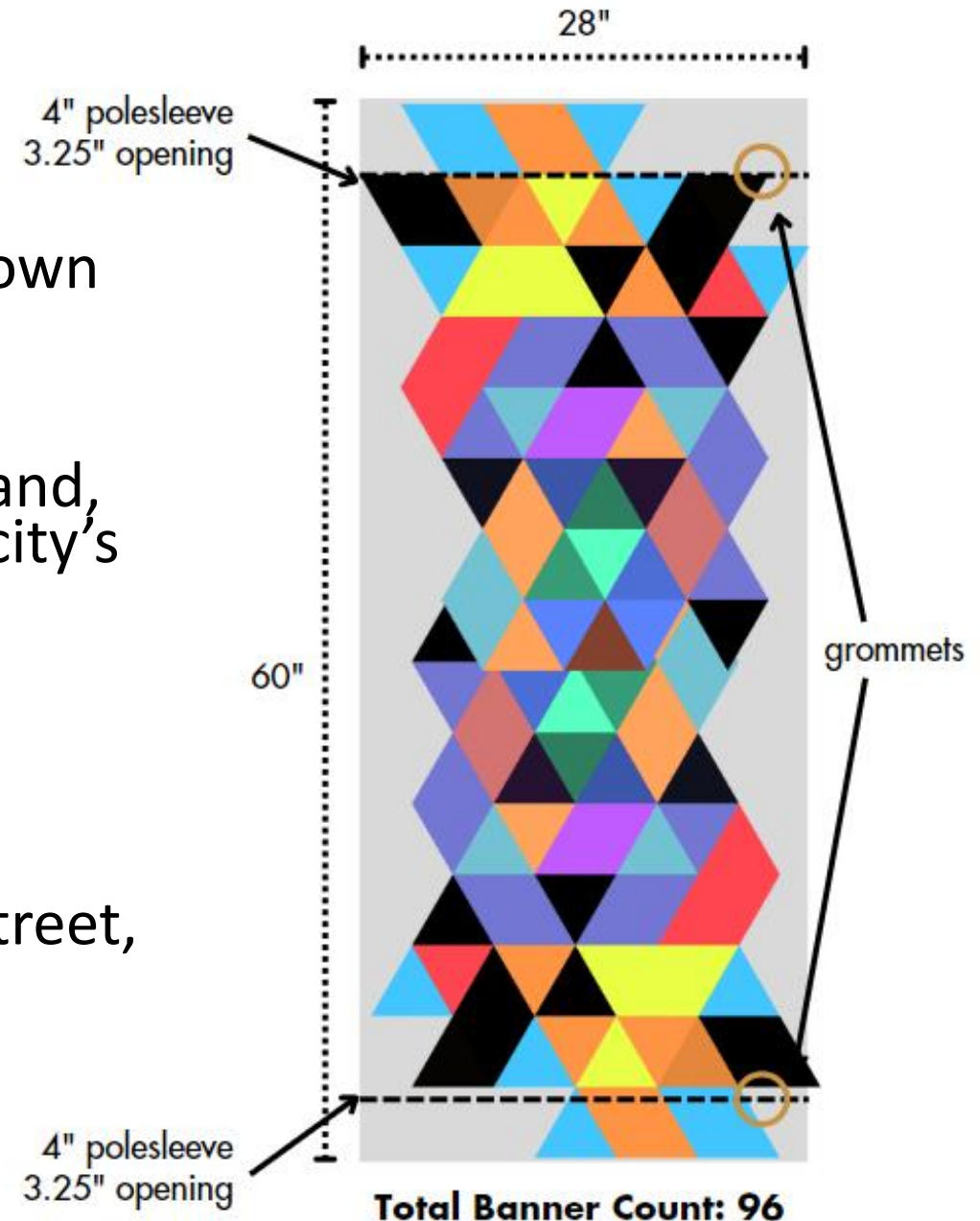


HARRISONBURG DOWNTOWN RENAISSANCE



Project Summary

- Design 96 vinyl banners to hang from downtown light poles
- 28" x 60"
- The designs will align with our downtown brand, which was developed concurrently with the city's brand
- We will have four repeating designs
- One special rotating banner
- Colorful and artistic
- Banners will run along Main Street, Liberty Street, East & West Market



Today's Ask

- Approval to move forward with the banner project concept
- If approved, we can task our designer to prepare the designs of the four rotating banners
- Tomorrow, AGC can connect with art teachers to engage students before holiday break
- Almost impossibly, this can be designed and printed in time for the banners to go up when the snowflakes come down!

General Design Concept

- Bring color and art to Downtown Harrisonburg to showcase specific qualities and characteristics that align with our brand
 - Dine, Shop, Diversity, Outdoor Rec Basecamp & A Surprise!
- Final designs will incorporate these branding elements & will be colorful, clear, and feature impactful imagery
- Following slides are existing branding elements that will influence the banner concept art

Futura Std Bold
Futura Std Medium





Time for an
update!



Welcome

- Featuring the word “Welcome” in the top five languages spoken in HHS



Culinary District



DOWNTOWN
HARRISONBURG

VIRGINIA'S FIRST CULINARY DISTRICT

Outdoor Rec Basecamp



Arts & Culture



DOWNTOWN
HARRISONBURG

Retail



Downtown Ducks – Student Art



Partnerships

- HEC is working with us to identify the best pole bracket
- HEC will hang them when they take the snowflakes down offering labor as in-kind support
- Public Works will print banners offering labor as in-kind service
- Any Given Child will help us spread the word about the duck banners to area school children
- HDR will serve as project manager and hire a designer (\$), will buy vinyl and ink (\$4000), will hire a local seam sewer (\$), will buy brackets (\$).

This is AWESOME, Right?

- Questions?