

**CITY OF LA VISTA
MAYOR AND CITY COUNCIL REPORT
APRIL 21, 2015 AGENDA**

Subject:	Type:	Submitted By:
COUNCIL POLICY STATEMENT HOMETOWN HEROES BANNER PROGRAM	◆ RESOLUTION ORDINANCE RECEIVE/FILE	JEFF CALENTINE ASSISTANT TO CITY ADMINISTRATOR

SYNOPSIS

A resolution has been prepared to approve a Council Policy Statement regarding the Hometown Heroes Banner Program.

FISCAL IMPACT

N/A

RECOMMENDATION

Approval

BACKGROUND

At the April 7, 2015 City Council meeting a Leadership Sarpy group presented a Legacy Project proposal dubbed Hometown Heroes. The proposed program would offer an opportunity for citizens to purchase display banners that would honor La Vista veterans. The attached Council Policy Statement establishes guidelines and procedures that would direct the management of such a program by the City.

A copy of the application form has also been included for your information.

RESOLUTION NO. _____

A RESOLUTION OF THE MAYOR AND CITY COUNCIL OF THE CITY OF LA VISTA, NEBRASKA, APPROVING A COUNCIL POLICY STATEMENT.

WHEREAS, the City Council has determined that it is necessary and desirable to create Council Policy Statements as a means of establishing guidelines and direction to the members of the City Council and to the city administration in regard to various issues which regularly occur; and

WHEREAS, a Council Policy Statement entitled "Hometown Heroes Banner Program" has been established to conjunction with the implementation of this program.

NOW, THEREFORE, BE IT RESOLVED, that the Mayor and City Council of La Vista, Nebraska, do hereby approve the Council Policy Statement entitled "Hometown Heroes Banner Program" and do further hereby direct the distribution of said Council Policy Statement to the appropriate City Departments.

PASSED AND APPROVED THIS 21ST DAY OF APRIL 2015.

CITY OF LA VISTA

Douglas Kindig, Mayor

ATTEST:

Pamela A. Buethe, CMC
City Clerk

Hometown Heroes Banner Program

xxx.01 Purpose

The Hometown Heroes Banner Program is intended to honor the veterans of the La Vista community. Participants in the program can display their patriotism by purchasing a banner to be displayed on utility poles in La Vista that honors a resident or their family member(s) who has served our Country in any branch of the military.

xxx.02 Policy

Hometown Hero banners will measure approximately 80" x 30" and will be unique to the specific service member to be honored. The following will be included on the banner:

- A picture of the veteran
- Name
- Branch of military served
- Era of service

Eligibility and Procedure

1. The veteran being honored must be a resident of the City of La Vista (current or former) or be a family member of a La Vista resident.
2. A completed Application Form must be submitted, along with full payment.
3. If you wish to enroll multiple Heroes, each banner will require a separate application form.
4. Cost for each banner is \$175.00 which includes the cost of the banner, installation materials and maintenance.
5. Application forms are available at the following locations:
 - La Vista City Hall, 8116 Park View Blvd.
 - La Vista Police Department, 7701 So. 96th Street
 - On the City's website at www.cityoflavista.org/Hometownheroes.
 - Completed forms and full payment can be returned to either location.

Program Management

1. For **2015**, the initial year of the program, the following will apply:
 - Application period closes on Friday June 5th, 2015.
 - Enrollment will be limited to the first 38 applicants.
 - At the close of the application period banners will be ordered for those who have submitted completed forms accompanied by full payment.
 - Banners will be displayed on utility poles along 84th Street.
 - Banners are guaranteed to be displayed for at least two (2) seasons and re-enrollment to the program is not required.
 - Display period will be Fourth of July through Labor Day.

City of La Vista

Council Policy Statement

HOMETOWN HEROES BANNER PROGRAM

2. For **subsequent years** the following will apply:
 - Application period closes on April 1st
 - Enrollment numbers will be based upon the number of participants already enrolled in the program.
 - At the close of the application period banners will be ordered for those who have submitted completed forms accompanied by full payment.
 - Banners will be displayed on utility poles along 84th Street and other thoroughfares throughout the City based on the number of participants.
 - Banners are guaranteed to be displayed for at least two (2) seasons and re-enrollment to the program is not required.
 - Display period will be Memorial Day through Fourth of July.
3. Banners will be taken down after the designated display period and stored at City of La Vista facilities until installation the following year.
4. The cost of the banners includes any maintenance and/or replacement of the banner or mounting hardware during the designated two-year display period in the event that damage occurs.
5. The applicant may collect the banner they purchased at any time, excluding during the display period. By collecting the banner the applicant forfeits the opportunity to have the banner displayed in subsequent years.

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Hometown Heroes

The City of La Vista is proud to present the *2015 La Vista Hometown Heroes* Banner Program. The program gives citizens of La Vista the opportunity to honor residents or their family members that have served our country in any branch of the military.

Each banner measures 80" long by 30" wide. All of the banners will be unique to the specific service member honored and will show their picture, name, branch of service and era of service. Banners will be displayed on utility poles along 84th St in La Vista. Banners will be installed prior to the 4th of July and will be displayed through Labor Day.

Sponsorships for the banner program are \$175 which covers the cost of the banner, installation materials and maintenance. Banners are guaranteed to be displayed a minimum of 2 years.

Please fill out the attached application along with payment and deliver to the City of La Vista, 8116 Park View Blvd., La Vista, NE 68128.

Applications will be accepted from **April 22, 2015 to June 5, 2015 and will be limited to the first 38 applications.**

For further information regarding the La Vista Hometown Heroes banner program please contact the City of La Vista 402-331-4343, 402-331-1582 or www.cityoflavista.org/Hometownheroes.

Hometown Heroes

Application Form

Applicant Name _____ Phone No. _____

Address _____ E-Mail _____

City _____ State _____ Zip Code _____

Relationship to Hometown Hero _____

Hometown Hero _____ Phone No. _____

Address _____ E-Mail _____

City _____ State _____ Zip Code _____

Era of Service _____ (See List on Back)

Branch of the Military _____ Rank _____

I hereby grant the City of La Vista permission to use the attached photo in the Hometown Heroes Banner Program, to include reproduction of the photo on a banner and public display of the banner. (Note: The quality of the image on the banner will be dependent on the quality of the photo submitted.)

Signature

Date

Printed Name

A check in the amount of \$175 must accompany the application. Multiple sponsorships will each require a separate application form.

Eras of Service:

Global War on Terror – 2001 to present

Post-Cold War – 1991 to 2001

Persian Gulf – 1990 to 1991

Cold War – 1945 to 1991

Vietnam – 1964 to 1975

Korean War – 1950 to 1953

WWII – 1941 to 1945

Post WWI – 1918 – 1941

WWI – 1917 to 1918

Post Civil War – 1865 to 1917

Civil War – 1861 to 1865

Note: If your Hero does not fall within an Era of Service listed, feel free to indicate one that he/she would have served in or leave blank.