



PROPOSAL

Shady Lane and Hometown Heroes Banner Program

Shady Lane, Inc. would like to propose that the City of Manitowoc become a Hometown Heroes community by allowing Shady Lane to implement and maintain a banner program to honor past and present members of the Armed Forces.

Here's how it works:

Location:

- During the first year, we envision circling the entire block that Shady Lane is on (S. 22nd St., Hamilton St., S. 24th St., and Shady Ln.)
- As soon as we have Shady Lane's block encompassed, we envision a path amenable to the City and/or Manitowoc Public Utilities, where banners would be hung leading to Red Arrow Park, which has great military significance in our community. (Path options could include Division Street to S. 10th Street, S. 23rd Street to Dewey Street, or S. 23rd Street to Grand Avenue, or any combination of these)
- There could be options when that is filled: 1) Shady Lane would develop a waiting list, and the family would be notified when an opening became available by a family that decided not to renew their banner after 3 years, 2) Another area of the City could be added to the path – perhaps leading to the Wisconsin Maritime Museum, Veteran's Memorial, or other locations that would be largely visited by veterans and their families

Recruitment:

- Once approval is received from the City of Manitowoc, Shady Lane Inc. would begin preparing all the materials necessary to promote the program and track participants.
- Shady Lane would like to announce the program during the week of Veteran's Day, which is November 11th, 2023. We would promote the program to local families, families who have loved ones in a long-term care facility in the City of Manitowoc (any facility, not only Shady Lane), local veteran groups, radio advertising, social media advertising, website advertising, billboard advertising, and more.
- Shady Lane collects and scans all the military photos, names, ranks, branch of service, era of service, and sends a proof to the family to be approved before the banner is printed.
- Banners are printed on both sides for better viewing regardless of which direction travelers are coming from.
- A minimum of 10 banners is required before submitting each order. From the time of order to the time of receiving is roughly 2 weeks.

Funding:

- Family members of the featured veteran pay for the cost of the banner and hardware.
- Shady Lane may also seek corporate sponsorship to cover the cost of banners and hardware for those veterans experiencing financial hardship.

- There would be an upcharge included in the total cost that will assist with the ongoing maintenance of the program.

Design:

- There are a variety of military banner templates available to choose from (<https://hometownheroesbanners.com/gallery/>) Shady Lane will likely narrow down the number of templates used to 4 or so, in an effort to make the project appear more uniform.
- Banner sizes vary; 18"x36", 24"x48", or 30"x60"; the City of Manitowoc could mandate what size they are, or Shady Lane could choose one of those sizes and only offer that size so that all of the banners are uniform (unless the City is willing to allow various sizes, in which case we would).

Components:

- Heavy weight block out vinyl; extremely durable and holds up well (3+ years)
- Hometown Heroes Banner Program also supplies high quality aluminum brackets to mount the banners on most poles. There are two sizes: Deluxe for large wooden poles, and Juniors for decorative black poles.

Labor:

- Hometown Heroes Banner Program typically has a team come to communities on the East coast to hang the banners; however, the program is currently checking to see if a team would be willing to come to our area to hang banners.
- Would the City of Manitowoc or Manitowoc Public Utilities prefer to hang these on their own poles since most will likely be utility poles?
- If the Banner Program doesn't have team members willing to hang them, will the City or MPU hang them, or will local volunteers be allowed to hang them?
- Would the City of Manitowoc consider hanging them for an annual fee?

Looking Ahead:

- Banners would be checked by Shady Lane Marketing Committee members annually, to ensure they are still in good condition and haven't experienced any rips, tears, or fading that would require replacement.
- Hometown Heroes Banner Program estimates each banner will last 3+ years.
- After hanging for 3 years, families would have the option to take the banner down and keep it for themselves, or renew the banner (purchase a new one) to be hung for another 3 years.
- Shady Lane is requesting at this time to be the only local business to bring this veteran program to Manitowoc. We'd like to create a carefully detailed plan to make the path of veterans make sense in this community, we'd like the banners to be consistent, and we would not want our program to be confused with or competing against another local program. In order to make this possible, Shady Lane is requesting that the City requires a permit in order to bring a program like this to the City of Manitowoc.
- Other similar programs include recognition of hometown heroes in the medical profession, as well as police and firefighters – we are not in opposition of those programs, nor are we requesting to bring any of those programs to the City of Manitowoc at this time, but it's something another service organization or business could consider if the City allowed it. We are only requesting that the Veteran program be exclusive to Shady Lane Inc.