



## Staff Report

**TO:** City Council  
**FROM:** Julie Van Hook, Public Information Officer  
**DATE:** June 3, 2025  
**SUBJECT:** Consideration of Expanding the City's Military Banner Program to Include Veterans and Review of Suggested Donation Amount

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**Description** In response to increasing public interest and feedback, staff is requesting Council direction to revisit the City's Military Banner Program to expand eligibility to include military veterans and review the program's current donation amount relative to actual costs.

### **Background and Analysis:**

The City of Beaumont's Military Banner Program was established to honor active-duty military service members with personalized banners displayed along designated areas within the City. These banners, typically sponsored by family members or local organizations, are a visible sign of community recognition and support.

Allowing Veterans to participate would broaden the program's impact and acknowledge the contributions of those who have completed their service. Staff reviewed similar programs:

- Murrieta – Distinct banners for Veterans and activity duty members
- Corona – Seasonal veteran displays (during November)
- Riverside – A separate Veterans Banner Program with clear criteria

If the Council supports expanding the program to Veterans, staff will return with an established policy for consideration, including guidance on eligibility, banner design, and display periods.

Currently, the City requests a \$250 donation per banner. However, the actual cost to the City averages about \$500 per banner, including design, production, hardware, installation, and labor. The City is also responsible for replacing banners that become torn, blow down, or fade over time. The City's general fund absorbs this additional cost.

**Fiscal Impact:**

With only \$5,000 budgeted for the next fiscal year, a budget amendment may be needed depending upon interest in the program and sponsorship amount.

The cost to prepare this staff report was approximately \$150.

**Recommended Action:**

Direct staff to expand military banner program to honor Veterans.

Revise the donation model to require sponsors to contribute a one-time 50% fee of the total banner cost.

Include the updated Military Banner Program into the City's comprehensive Donation and Sponsorship Program.

**Attachments:**

- A. Current Sample Banner