

City of Calistoga

MEMO

TO: CPAC
FROM: Olivia Lemen
DATE: April 15th, 2010
SUBJECT: Pool Signage and Announcement Ideas

1 A request for ideas was sent to the committee prior to the April 15th meeting for various ways to
2 promote the pool for the 2010 season. The responses included:

- 3 • Lincoln Avenue banner
- 4 • Green street signs which include pool direction
- 5 • Sign at CalMart, similar to fairgrounds sign on corner of parking lot
- 6 • Monhoff banner
- 7 • Mobile electric sign board (from PD) moved around town
- 8 • Banner sign on fence at pool or under Logvy Park sign
- 9 • Announcements in the 6 display/notice boards around town
- 10 • Newspaper ads
- 11 • Flyer rack displays
- 12 • Facebook announcement and regular update
- 13 • Internet announcement and regular updates

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15 Each suggestion has associated costs attached to it. The list below is a cost estimations of each:

- 16 • Lincoln Avenue banner – 4' x 40' double sided
 - 17 ○ \$800-\$1000 to print
 - 18 ○ \$320 to hang
- 19 • Green street signs which include pool direction
 - 20 ○ 3 directional signs location around town
 - 21 ○ \$700/per sign to produce
 - 22 ○ 7 ft height requirement, which is maxed out with the current configuration. Need
 - 23 to redesign whole sign scheme to fit pool
 - 24 ○ Staff time to install
- 25 • Sign at CalMart, similar to fairgrounds sign on corner of parking lot
 - 26 ○ Difficult to estimate – could be similar to green signs
- 27 • Monhoff banner – 4' x 8'
 - 28 ○ ~\$300 to print
 - 29 ○ Staff time to install
- 30 • Mobile electric sign board (from PD) moved around town
 - 31 ○ Staff time to program and move
- 32 • Banner sign on fence at pool or under Logvy Park sign 4' x 8'
 - 33 ○ ~\$300 to print
- 34 • Announcements in the 6 display/notice boards around town
 - 35 ○ Staff time to develop and hang
- 36 • Newspaper ads
 - 37 ○ 4"x4" in one paper - \$96 per insertion
 - 38 ○ 4"x5" in one paper - \$120 per insertion

- 39 ○ 6"x7" in one paper- \$252 normally, I would get a discount to make it \$164
- 40 ○ Staff time to develop ads
- 41 • Flyer rack displays
- 42 ○ \$115 for 1000 – Purchased.
- 43 • Facebook announcement and regular update
- 44 ○ Minimal staff time
- 45 • Internet announcement and regular updates
- 46 ○ Staff time to produce