



## Legislation Text

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**File #:** 19-0553, **Version:** 1

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### Purchase of Falcon District Branding Signage as requested by the Economic Development Department **(Citywide)**

In 2014, the City Council established the Falcon District Strategic Visioning Commission to develop a strategic economic development plan guiding the City's future development efforts in and around Falcon Field Airport and surrounding non-residential areas in northeast Mesa. Recommendations from the Visioning Commission included branding efforts to promote the area and create a sense of place and arrival for the Falcon District. The branding efforts included a signage plan that is in year three of implementation and includes banners, signal box wraps, and monument signs. This contract is for fabrication and installation of a third monument sign on Recker Road, south of the Loop 202 Red Mountain Freeway; production and installation of six additional traffic signal box wraps; and production of 50 new replacement banners for the District.

The Economic Development Department and Purchasing recommend authorizing the purchase using the City of Peoria cooperative contract with YESCO Phoenix, at \$59,477.95. This purchase is funded by the Local Streets Fund.