



# The "GIFT to the CITY®" Program

A National Community Economic Development Program

## Frequently Asked Questions

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### **Q: WHY USE THE "GIFT TO THE CITY®" PROGRAM (GTCP)? WHAT ARE THE ADVANTAGES?**

- A: 1. Our program has a Federal Trademark (Service mark) which sets it apart from any other "similar" program.
2. Our program has a Proven Track Record. Since its inception in 1991, we have satisfied and even exceeded the expectations of our client communities. (See our Letters of Recommendation). This program is not in a "start-up" or "testing" phase.
3. Our program allows Cities to obtain complete sign systems as well as individual signs for their community.
4. We use the finest materials so that the signs remain beautiful years after installation. Our signage is maintenance-free and guaranteed not to warp, twist, split, delaminate or rot.
5. Our sign systems are all compliant with DOT regulations and requirements for local roadways and state highways including "breakaway" systems design and construction.
6. Our sign systems are compliant with 'GREEN Community' standards and 'GREEN Manufacturing' standards. All of the materials used to fabricate any of our sign systems are sustainable and help to reduce the community's overall carbon footprint.
7. We provide an extended guarantee on our signs, where most companies will offer a limited, short-term guarantee.
8. This program is not JUST signs. Before the signs can be delivered, the following SERVICES are also provided through the "Gift to the City®" Program (GTCP):
- Consulting/Analysis
  - Planning
  - Development
  - Design and Engineering
  - Fabrication
9. The GTCP utilizes our many years of experience and allows the city to use its funds for other projects.

### **Q: WE CAN DO THE SAME THING ON OUR OWN - WHY USE YOUR PROGRAM?**

A: We bring our proven track record of successful projects, years of consulting, designing and fabricating experience to this program so that the finished signs bring both dignity and elegance to your community. Over the years we have refined our choice of materials so that the signs retain their original beauty and require no maintenance. More importantly, this program allows us to use all of these areas of expertise to the benefit of your city - at No Cost. You will not receive this level of services through a typical "sign maker". With GTCP, you receive more than just a sign.

### **Q: HOW MUCH WILL THIS PROGRAM COST THE CITY?**

A: We cannot over-emphasize this simple fact ---- There is NO EXPENDITURE incurred by the city to participate in the program and to obtain signage through this program. This program DOES NOT cost the City any money.



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### Q: ARE THERE ANY "BACK-END", "HIDDEN" FEES INCURRED BY THE CITY?

A: No.

### Q: "NO ONE GETS SOMETHING FOR NOTHING" - WHAT'S THE CATCH?

A: There is No catch. The program was developed to help cities across the nation. While most cities indeed have a budget, it is generally allocated to address other "More Important" issues of the city. Signs are generally put on the "back burner...until a later time". The GTCP allows this need to be addressed SOONER rather than LATER. This is also our way of giving back to the Community.

### Q: ARE THE SIGNS FREE?

A: The signs cost the City no money. However, they are not FREE. Much hard work and time has been invested in each sign project. The signs are paid for through the Program which is Privately funded.

### Q: WHO PAYS FOR THE SIGNS?

A: We secure funding from private reputable sources. The city does not have to solicit funds for their sign program. The city is neither requested nor obligated to repay this funding.

### Q: WHO IS RESPONSIBLE FOR OBTAINING THE FUNDING? (WHO DOES THE LEGWORK?)

A: Once the city formally agrees to participate, the **GTCP Team** will do all the legwork to obtain the funding.

### Q: IS THERE A LIMIT TO THE NUMBER OF SIGNS WE CAN OBTAIN THROUGH THIS PROGRAM?

A: No. All municipal gateways, parks, buildings, and other properties may be included. We encourage each City to make a comprehensive list of all signs needed for the city. It is best to include all areas in need. The sign program can be implemented in phases. The program may also be re-implemented when a new need for signage arises.

### Q: WE ALREADY HAVE SIGNS AT OUR GATEWAYS SO WHY DO WE NEED THIS PROGRAM?

A: 1. Many cities are looking for ways to present a fresh and updated look to their communities. Since there is an ongoing need to attract new businesses and residents, the GTCP helps to provide cities with the signage to promote an upscale image that makes visitors feel welcome and makes residents want to live, work and play there.

2. Many times, all signs within a city may not properly reinforce the community brand or there may be a limited budget to support signage for all community properties. The GTCP allows cities to expand and unify their community brand across all municipal properties.

3. The GTCP is not just for Gateway Signs but for ANY signage need identified by the City. (See previous question)



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### **Q: WE HAVE JUST INSTALLED NEW GATEWAY SIGNS, TO USE YOUR PROGRAM DO WE HAVE TO CHANGE OUT ALL OF OUR GATEWAYS AGAIN?**

A: **Absolutely NOT.** Once again, the objective of our Program is to assist the City. When the city has identified a new need for additional signs, or signs for a different location or city property, etc. the GTCP offers your city an option to acquire the needed signage through our Program – at No Cost. *Forward thinking Cities meets forward thinking Options.*

### **Q: DO WE HAVE A CHOICE OF SIGN TYPES AND STYLES?**

A: Yes, as a Design-Build firm we offer a wide variety of sign types and styles.

### **Q: ARE WE LIMITED TO "COOKIE-CUTTER" DESIGNS?**

A: No, we will work closely with your representative or team to ensure the finished design embodies your desired community brand and truly reflects your community.

### **Q: WE WANT CUSTOM SIGNS DESIGNED FOR OUR COMMUNITY - IS THERE A COST FOR THIS?**

A: No, all costs are covered through the private funding secured by the GTCP. The funded provided through this program covers all costs at rates competitive with the sign industry to benefit and protect the interests of both the City and the entity providing the funding.

### **Q: DO WE HAVE ANY INPUT IN THE DESIGN OF THE SIGN FOR OUR COMMUNITY?**

A: Yes, our success depends on it! We will work closely with your representatives during the design, planning and development stages to get the necessary input to incorporate into the final designs for your community.

### **Q: CAN YOU USE OUR CURRENT COMMUNITY BRANDING LOGO or THEME?**

A: Yes. We ask that you provide us with all established branding initiatives that you wish to be included in the design. We also provide tools to help cities develop a benchmark for their sign program.

### **Q: WHAT IF WE NEED A NEW COMMUNITY BRAND OR LOGO DESIGNED? IS THERE A COST FOR THIS?**

A: If your City is in need of a NEW Community Brand or Logo this can be designed under our Program – **AT NO COST to the City.** We will work with your team to understand and identify the various attributes of your city and community that you wish to feature.

### **Q: WILL YOU WORK WITH OUR ECONOMIC DEVELOPMENT TEAM OR MAIN ST. ALLIANCE?**

A: Yes, we will work with the Economic Development Group, Community Improvement Districts, Special Improvement Districts, Downtown Development Group, Main St. Alliance or any team assigned to the task of working with our team to complete the sign program for the city.



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### **Q: WILL YOU WORK WITH OUR CITY MANAGER?**

A: Yes. We will work along with whoever the city assigns as the liaison to work with our team.

### **Q: WHAT IS REQUIRED FROM THE CITY TO GO FORWARD WITH THE PROGRAM?**

A: The City agrees to participate in the program, to provide all necessary local sign ordinances, to work with us through the design process and to accept the completed signs as municipal property. The city is responsible for installing and insuring (as applicable) all completed signs.

### **Q: WHY DO WE NEED A SIGN SYSTEM?**

A: A Sign System provides a city-wide standard for signage that may be inconsistent, confusing or out-dated. There may also be many layers of signs that have been installed by numerous independent governmental and private initiatives.

A GTCP Sign System will unify the Community Brand or Theme within the city through attractive, well designed and strategically placed signage while assisting in providing a stimulus to the Local Community Economic Development.

### **Q: DO YOU OFFER OTHER SERVICES?**

A: Yes, besides the “Gift to the City<sup>®</sup>” Program, we offer other paid services. We are Sign Designers not just Sign-makers. Any of our services are available on a consultant basis at competitive rates. If you would like to discuss the possibility of engaging our team on a contractual basis, please contact us or submit a request through our "contact" page.

### **Q: WHAT IF A CITY DECLINES THE GTCP AND WANTS TO PURCHASE SIGNS DIRECTLY?**

A: Cities may also pay directly for design and fabrication services for custom signage if they so chose. Since we are a Sign Design-Build firm, we will be happy to provide our services at competitive rates. Please contact us to discuss your project.