

FISCAL IMPACT REPORT

General Information:

(Check) Bill: _____ Resolution: X

Short Title(s): Installation of Banners at Midtown

Sponsor(s): Councilor Jamie Cassutt and Councilor Amanda Chavez

Reviewing Department(s): Metropolitan Redevelopment Agency

Staff Completing FIR: Carly Venditti, MRA Deputy Director Date: 4/9/226 Phone: (505) 975-0675

Reviewed by City Attorney: *Marcos D. Martinez* Date: 04/24/2026
Marcos D. Martinez (Apr 24, 2026 09:11:12 MDT)

Reviewed by Finance Director: *Andrea Phillips* Date: 04/24/2026
ANDREA PHILLIPS (Apr 24, 2026 09:19:11 MDT)

Summary:

This resolution would approve installing fifty (50) banners on City owned light poles, on the Midtown Campus to promote the opening of new businesses and draw attention to the Midtown Campus. The banners would be hung on light poles on the Midtown Campus from June 1, 2026, through June 1, 2027. The request is pursuant to SFCC 1987, Section 14-7.6, which requires the Governing Body to adopt a resolution to permit installing banners on City-owned support structures, such as light poles.

Departments Affected:

Metropolitan Redevelopment Agency

Consequences of Not Enacting Legislation:

If this legislation is not adopted, then the Metropolitan Redevelopment Agency will not be able to install banners on the Midtown Campus.

Conflict, Duplication, Companionship, or Relationship to Other Legislation:

None.

Performance and Administrative Implications:

The Planning and Land Use Director and City Attorney have approved the form of the banners conform to the applicable requirements and restrictions.

Fiscal Implications:

The Metropolitan Redevelopment Agency has allocated ten thousand dollars (\$10,000) to install and maintain banners across the Midtown Campus.

Fiscal Impact

Check here if no fiscal impact

Expenditures

Expenditure Type	FYE 2026	FYE 2027	FYE 2028	Require BAR (Y/N)	Recurring (R) or Non-recurring (NR)	Fund	3-Year Total Cost
<u>Personnel and Benefits*</u>	\$ _____	\$ _____	\$ _____	_____	_____	_____	
<u>Capital Outlay</u>	\$ _____	\$ _____	\$ _____	_____	_____	_____	
<u>Contractual/</u>	\$7,699.66	\$ _____	\$ _____				
<u>Professional Services</u>	_____						
<u>Operating</u>	\$ 1,250	\$ _____	\$ _____				\$ _____

<u>Total:</u>	\$ 8,949.66	\$ _____	\$ _____				\$ 8,949.66

Expenditure Narrative:

The Metropolitan Redevelopment Agency has \$8,949.66 for the creation of 50 “Midtown” banners including the fabrication, installation, and repair of the existing banner infrastructure on the Midtown campus. An excess of banners was produced so any damaged banners over the course of the year may be replaced and the aesthetics of these may remain presentable.

Revenue

Revenue Type	FYE 2026	FYE 2027	FYE 2028	Recurring (R) or Non-recurring (NR)	Fund
General Fund	\$ _____	\$ _____	\$ _____	_____	_____
Special Revenue	\$ _____	\$ _____	\$ _____	_____	_____
CIP	\$ _____	\$ _____	\$ _____	_____	_____
Enterprise	\$ _____	\$ _____	\$ _____	_____	_____
Internal Service	\$ _____	\$ _____	\$ _____	_____	_____
Trust and Agency	\$ _____	\$ _____	\$ _____	_____	_____
Federal	\$ _____	\$ _____	\$ _____	_____	_____
Other	\$ _____	\$ _____	\$ _____	_____	_____
Total	\$ _____	\$ _____	\$ _____		

Revenue Narrative:

Signature: *Carly Venditti*

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