



Legislation Text

File #: 18-369, **Version:** 1

Park and Recreation Advisory Board Meeting Date: July 19, 2018

To: Park and Recreation Advisory Board

From: Tim Behrendt, Street and Park Manager

Sign at Bridge Square

Action Requested:

The Northfield Park and Recreation Advisory Board approves the #OnlyInMN monument to be placed at Bridge Square.

Summary Report:

The Northfield Convention & Visitors Bureau would like to place Explore Minnesota's #OnlyInMN monument August 30 to September 17 in Bridge Square. The DJJD committee has been consulted and the location of the monument will not interfere with the DJJD. The monument is lit at night by a power access in Bridge Square. Attached are pictures of the monument in the proposed location at Bridge Square.

The following is information from Explore Minnesota Tourism.

Rental:

#OnlyinMN monument letters - included with installation and dismantle labor.

Lighting: LED floodlights are included with each reservation of either monument (keep in mind, there will need to be power access somewhere near installation).

A-frame sign: This will also be delivered with the letters and is to be set up somewhere near the monument to discourage people from climbing/standing/sitting on them - they are not built to withstand the weight of people (even children) and we don't want to see anyone get hurt.

Freight/Traffic Management:

Drop-off and pick-up of the monument to your (one) desired location. They will be set up and dismantled by representatives of our partner, Star Exhibits.

Explore Minnesota Social Media Posts - Added Value:

- Twitter: over 60k followers
- Instagram: nearly 150k followers
- Facebook: over 250k followers
- Posts to include a photo, link to related page on exploreminnesota.com, and the industry partner's social handle.

Small, Stacked Monument specifications:

- Stands at 4'9"H x 18"D x 11' 3-1/2"W
- The letters are permanently affixed to heavy-weight, metal base plates
- Color: Calhoun blue

Tentative Timelines:

August 30 - September 17, 2018