

LONGSTANDING LOCAL BUSINESS AWARD PROGRAM

December 2, 2025



Note: This PowerPoint presentation is intended solely as a visual aid to an oral staff presentation of an agenda report topic. In the event of any differences between the presentation and the agenda report, the information in the agenda report prevails.

Program Overview

- Award Program recognizes businesses with long-term, continuous service in a commercial location
- Eligibility requires meeting specific qualifications
- Program is coordinated by the Finance Department and City Clerk's Office
- Upon request, City also supports the Chamber of Commerce at ribbon cuttings and other business milestone recognition events



Previous Program Updates

- Milestone years have expanded over time
 - On May 1, 2018, City Council updated the Award Program by identifying five milestones: 10, 25, 30, 40, and 50 years
 - On September 9, 2021, City Council expanded the Award Program by adding three more milestones: 5, 15 and 20 years



Current Program Milestones

Years	Award Type	Delivery Method
5 years	Certificate	By Mail
10 years	Certificate	By Mail
15 years	Certificate	By Mail
20 years	Plaque	Presented at City Council meeting
25 years	Plaque	Presented at City Council meeting
30 years	Plaque	Presented at City Council meeting
40 years	Plaque	Presented at City Council meeting
50 years	Plaque	Presented at City Council meeting



Current Business Recognition

- Certificates are issued at 5, 10, 15 years
- Plaques are issued at 20, 25, 30, 40, and 50 years
- Business that receive a plaque award are invited to City Council meeting (about half typically attend)
- Businesses unable to attend asked to pick up plaques at City Hall, however, not all do after several contacts



Program Costs

- Operational costs and staff time involved with the Award Program have risen due to milestone expansion, supply cost and inflation
- Supply costs for Award Program have steadily increased since FY 2021

Year	# of Award Recipients	Supply Costs	% Increase/ Decrease
FY 2018-19	52	\$1,387	-
FY 2019-20	67	\$1,304	-6%
FY 2020-21	64	\$1,677	29%
FY 2021-22*	122	\$1,868	11%
FY 2022-23	150	\$2,183	17%
FY 2023-24	144	\$2,670	22%
FY 2024-25	166	\$3,214	20%
FY 2025-26**	157	\$4,000	24%
* In September of 2021, the City expanded the Award milestones.			
** FY 2025-26 costs are based on the available budget.			



Program Challenges

- Distributing plaques to businesses that do not claim awards
- Mailing plaques is too costly due to weight and packaging needs
- Hand delivery of plaques was attempted in past, yet requires significant staff resources
- Expanded program has increased workload due to lower tier milestones increasing eligibility for more businesses
- Extensive staff resources are required from October through January of each year to:
 - Develop/finalize list of award recipients
 - Order plaque awards
 - Generate certificates and route for signatures
 - Coordinate outreach
 - Mail awards to businesses



New Program Recommendations

Step 1: Simplify Plaque Awards that are Presented at City Council Meetings

- Change plaque tiers to 25, 50, 75 and 100 years only
 - Adds new milestones tiers for 75 and 100-year businesses
 - Changes 20, 30 and 40 year plaques to certificates
- Impact: By adding 75 and 100-year milestones, we would recognize:
 - Three businesses that fall between 75-80 years in the 2025 ceremony
 - One business would be recognized for their 100th year in 2027
 - Adding new plaque tiers at 75 and 100 years has minimal budget impact
 - Limiting plaque awards to 25, 50, 75, 100 years streamlines award ceremony and reduces program costs



New Program Recommendations

Step 2: Streamline Certificate Awards that are Signed and Mailed to Businesses

- Set certificate tiers in 10-year increments (10, 20, 30, 40, 60, 70, 80, 90) excluding 50 and 100, which would receive plaques
- Eliminate 5 and 15-year recognition tiers
 - Reducing the number of 2025 award recipients by 61
 - A total of 39 businesses reaching 20, 30 and 40-year milestones would receive certificates instead of plaques
- Impact: Eliminating the 5 and 15-year awards while also adding 20, 30, 40, 60, 70, 80, 90-year awards would allow the City to:
 - Expand the award program for businesses over 50 years
 - Reduce the overall number of plaques and associated costs
 - Streamline the award ceremony



Proposed Program Award Tiers

Under Proposed Tiers, City would recognize:

- 22 plaques (25, 50, 75, 100 years)
- 79 Certificates (10, 20, 30, 40, 60, 70, 80, 90 years)
- 12 Tiers - 101 Awards Total

If Program Remains Unchanged, City would recognize:

- 58 plaques (20, 25, 30, 40, 50 years)
- 99 Certificates (5, 10, 15 years)
- 8 Tiers - 157 Awards Total

Milestone	Recipients*	Award Type	Delivery Method
100 years	-	Plaque	Council Meeting
90 years	-	Certificate	By Mail
80 years	-	Certificate	By Mail
75 years	3	Plaque	Council Meeting
70 years	-	Certificate	By Mail
60 years	2	Certificate	By Mail
50 years	2	Plaque	Council Meeting
40 years	7	Certificate	By Mail
30 years	10	Certificate	By Mail
25 years	17	Plaque	Council Meeting
20 years	22	Certificate	By Mail
15 years	21	-	-
10 years	38	Certificate	By Mail
5 years	40	-	-
*Subject to change after eligibility validation			



Recommendation

- Staff recommends City Council discuss Award Program options and provide direction to maximize the usage of City resources while achieving the City's business recognition goals
- Next Steps:
 - Staff will return to City Council on January 20, 2026 to present the 2025 Longstanding Local Business Awards



