

City of Grass Valley

Hometown Hero Banner Program

Honoring the brave men and women of Nevada County who have served or are currently serving in the United States Armed Forces.

About the Program

The City of Grass Valley Hometown Hero Banner Program honors local military service members by displaying personalized streetlight banners along South Auburn Street from May 1 through November 12 each year.

This community recognition serves as a heartfelt thank you to those who have dedicated their lives to protecting our nation and preserving our freedoms.

There are eighteen (18) available banner locations (9 street poles with double sided banners), awarded on a first-come, first-served basis. Banners will be displayed annually from May through Veterans Day and returned to the sponsor afterward.

Eligibility Requirements

To qualify, the honoree must meet one or more of the following:

- Currently serving in the U.S. Armed Forces (Army, Navy, Air Force, Marines, Coast Guard, or Space Force, Merchant Marine)
- An honorably discharged veteran of the U.S. Armed Forces
- The honoree must be a current or former resident of Nevada County or have immediate family who reside within Nevada County.
- Other service or role directly supporting military service or national defense (including civilian roles such as nurses, teachers, or support personnel working with or for the military)

Program Cost

\$150 per banner

This cost includes:

- Custom design and printing
- Installation and removal
- Banner returned to sponsor at end of display period

Checks should be made payable to:
City of Grass Valley – Hometown Hero Program

Mail or deliver to:
City of Grass Valley
Attn: Hometown Hero Program
125 E. Main Street, Grass Valley, CA 95945

Banner Specifications

Each banner will feature:

- Honoree’s photograph (official military portrait preferred)
- Honoree’s full name
- Branch of service and insignia
- Optional years of service or conflict

Photo Requirements:

- High-resolution image (physical or digital)
- Official military portrait preferred

Required Documentation

Please include **all** of the following with your application:

1. Completed application form (see below)
2. Proof of Nevada County residency (for honoree or immediate family)
3. Verification of service
4. Photograph of honoree (digital image preferred)
5. Payment of \$150 (check payable to “City of Grass Valley – Hometown Hero Program”)

Application Review Process

All submitted applications will be reviewed by City staff for administrative completeness. Applications meeting basic requirements will then be reviewed by an advisory panel of two to three individuals from local veterans' organizations.

The advisory panel's role is limited to:

- Verifying application completeness
- Confirming eligibility based on military service and residency criteria

The panel does not score applications or select banner locations. Final determination and implementation of the program remain at the discretion of the City of Grass Valley.

Important Dates

- **Application Period:** January 1 – March 31
- **Banners Displayed:** May 1 – November 12
- **Banner Return:** By November 30

Banner Locations

Banners will be displayed on South Auburn Street between Neal Street and the Highway 49 overpass. Exact pole locations are determined by City staff. Sponsors may not select specific poles.

Terms & Conditions of Policy

The City Manager, or designee, is authorized to make administrative, non-substantive updates to this policy as necessary to ensure effective program administration, provided such updates are consistent with the intent of the Hometown Hero Banner Program.

Contact Information

For questions, please contact:

Miranda Bacon
City of Grass Valley – Community Engagement Division
Mirandab@cityofgrassvalley.com
(530) 274-4714

Hometown Hero Banner Program – Summary

The Hometown Hero Banner Program honors local military service members by displaying commemorative banners on South Auburn Street each year from May 1 through November 12.

- 9 double sided banners will be displayed annually (up to 18 individuals being recognized)
- Two different honorees share each streetlight pole –
- Honorees include active-duty service members and honorably discharged veterans with a connection to Grass Valley

Applications will be accepted annually and reviewed by City staff with assistance from a small advisory panel of local veterans' organization representatives to confirm eligibility. Final approval and placement decisions remain with the City.

The cost is \$150 per pole (if only one side of banner is requested fee will be \$75), which covers banner production, installation, and removal. The City does not generate revenue from the program.

This program provides a visible, respectful way to recognize military service while maintaining City control over design, placement, and operations.