

## ■ LOCAL

# Bank to fund smaller wraps on START buses

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The START bus service will accept an offer from Rocky Mountain Bank to pay for graphic wraps of new buses.

Board members voted Thursday to wrap a new bus, scheduled to arrive in December, only partially with the scenic prints. The bank offered earlier this month to pay for wraps on seven new buses, but the START board agreed to accept funding for three. It will leave the option open for the bank to fund up to seven.

Board members said they want to design a program that would allow businesses to subsidize bus wraps and didn't want to commit all seven new buses to Rocky Mountain Bank if other groups are interested in funding wraps.

The bank and other businesses would be given free advertising inside the bus, as well as publicity. There

would be no advertising placed on the exterior.

Only 25 percent of the surface area of new buses will be wrapped, much like those in Park City, Utah.

In the past, buses have been fully wrapped, featuring such icons as mountain views, music festival images and action sports.

In October, START board members learned that funding shortages might mean the end of the wraps on new buses.

Previously, the federal government footed 80 percent to 90 percent of bus costs, with the town and county funding the remaining 10 percent to 20 percent. But there may not be any federal funding for new buses.

The agency has a new bus on the way and plans to buy seven more within 12 to 18 months.

The wraps cost between \$8,000 and \$10,000 per bus to install and more for maintenance.