



CITY OF DOUGLAS POLE BANNER POLICY

TITLE: DISPLAY OF BANNERS ON STREET LIGHT POLES FOR COMMUNITY EVENTS, AWARENESS PURPOSES, CLUBS & ORGANIZATIONS, BUSINESS, INDUSTRY, EDUCATION AND HEALTHCARE AFFILIATES

PURPOSE: The Historic Commercial and Main Street District of Douglas is the focal point for many Community Events and Awareness Initiatives held throughout the year, which help promote the City and offer a variety of entertainment and activities for the community. Most of the Community Events and Awareness Initiatives are coordinated by local civic and community service organizations, with the support and cooperation of the City of Douglas and the Douglas business community. The City of Douglas wants to continue its support and cooperation, and expand the services provided, by offering the possible display of banners in the downtown area promoting these Community Events and Awareness Initiatives, and secondarily to identify the respective sponsors.

DESCRIPTION

The City of Douglas will install and remove banners for approved Community Events and Awareness Initiatives on the City owned decorative lamp posts in the Main Street District, on a “first come – first served” basis. Banners are to be provided by and maintained by the event/awareness organizer and/or chairperson. Banners will be installed by the City on or about the first day of the month 30 days preceding the scheduled event (e.g. if an event is scheduled for March 15, a banner can be installed on or about February 15.) Banners will be removed by the City on or about the first day of the month following the Community Event or Awareness Initiative.

PARTICIPATION

Participation and placement of banners is limited to Community Events and Awareness Initiatives that have been recognized and approved by the City of Douglas to be held in the Main Street District of Douglas. Banners for events to be held outside of the Main Street District may be considered by the Mayor and City Commission. Banners may not be displayed that include typical advertisement themes (such as but not limited to, “Sale”, “Open for Business”, “Grand Opening”, etc.).

DESIGN OF BANNERS

Banners should be designed to reflect the unique nature of each Community Event or Awareness Initiative and to promote the purpose and benefits to the community. The design and text of the banner cannot include any corporate advertisements, other than the approved Community Event or Awareness Initiative corporate sponsor(s). The City encourages unique designs and bright

colors that can add to the overall appearance of the downtown area. The City of Douglas Mayor and City Commission shall have the right of final approval for the design of any banner to be installed under this policy. Such identification shall be restricted to the bottom 20% or less of the banner and can include only the name and/or logo of the corporate sponsor.

Specifications: The banner size must meet the following specifications. If there are any questions, please contact the Main Street office PRIOR to ordering banners.

- Banners must be 18 inches in width and 36 inches in length (18" x 36").
- 2 rod pockets are required; 1 at the top and 1 at the bottom.
- Rod pockets opening must be 3" from fold to closest stitch.
- Rod pockets must be double stitched with a 1.5" hem at the top rod pocket and a 1.5" hem at the bottom of the rod pocket.
- Banners can be vinyl or fabric.
- Banners are to be double-sided and identical on both sides.

Placement: The City has approximately 60 decorative lamp posts where banners can be installed. The City reserves the right to limit the number of banners used for any Community Event or Awareness Initiative. The minimum amount of banners that can be displayed is 15 and the maximum amount is 60, pending on approval from the Mayor and City Commission. Suggested quantity of banners upon ordering would be 15, 30, and 60. The City reserves the right to adjust the actual location site if other banners are currently installed. Anyone requesting installation at a specific location(s) should indicate both a first choice and also a second choice for the placement of their banner(s).

Fees: The fee for use of city poles is \$10 per pole for new banner and \$5 per pole for existing design/banner, which covers installation and removal of new and existing banners. Applicants are responsible for all costs related to the design, production, and delivery. Applicants are responsible for maintenance and storage of banners prior to and after installation. At the aforementioned cost, banners will be displayed for four weeks prior to the event or for 30 days during specific Awareness Initiatives. A \$100 deposit is required to hold space once applicant is approved. Additional weeks may be available for an additional fee, depending on availability. All fees must be paid in full to the City of Douglas Main Street two weeks prior to installation.

Request for Participation: Requests for participation in this service offered by the City shall be submitted to the Department of Public Information. Requests may be submitted using the attached form/application or submitted in writing to the City.

Application Timeline:

- One year maximum and 6 months minimum prior to event or awareness date, application and banner design proposal must be submitted to the City of Douglas Main Street office.
- The Public Information Director or representative will then present the application and design before the Mayor and City Commission at a scheduled City Commission meeting.
- Thirty (30) days following the submission of application and design, City of Douglas Main Street Coordinator will contact the applicant with approval, rejection, or amendments to the application.
- Six (6) weeks prior to event or awareness date, applicant produces banners according to design specifications and delivers banners to the Main Street office.
- Two (2) weeks prior to banners being installed the balance of the fees are to be paid.

- Four (4) weeks before event, banners installed.
- Within one (1) to three (3) days banners are taken down and delivered back to Main Street office.
- Pick up and storage of banners after removal is required by the applicant. No banners will be stored at the Main Street office longer than five (5) business days.

**PRIOR APPROVAL FOR THE DESIGN AND INSTALLATION
OF BANNERS IS REQUIRED FROM THE CITY OF
DOUGLAS. DO NOT ORDER ANY BANNERS WITHOUT
FIRST OBTAINING CITY APPROVAL.**

**APPLICATION FOR DISPLAY OF BANNERS
FOR COMMUNITY EVENTS OR AWARENESS INITIATIVE**

The following request is made for the following organization to provide banners to then be installed and removed by the City on decorative lamp posts in the Main Street District of downtown Douglas.

NAME OF COMMUNITY EVENT: _____

NAME OF AWARENESS INITIATIVE: _____

REQUESTED NUMBER OF BANNERS TO BE DISPLAYED: _____

REQUESTED DATES OF BANNER DISPLAY: _____

BANNER DESIGN: Attach art work, photo, banner material (fabric or vinyl) or sample of proposed banners

PREFERRED LOCATIONS: Please list preference location for placement of the banners (e.g. one banner per intersection, 2 banners per intersection, all banners to be displayed along Peterson or Madison Avenue, etc.) If no preference is indicated, the City shall select the locations for the placement of the banners.

PREFERRED LOCATION #1: _____

PREFERRED LOCATION #2: _____

ORGANIZER CONTACT INFORMATION:

NAME: _____

MAILING ADDRESS: _____

DAYTIME PHONE NUMBER: _____

EMAIL ADDRESS: _____

DATE SUBMITTED: _____ DATE APPROVED: _____

ORGANIZER SIGNATURE: _____

Applications can be submitted at the Public Information Department, located at 211 S. Gaskin Avenue, Douglas, Georgia, 31533.

Banner Sample and Specifications

