

## CITY OF SAULT STE. MARIE

### MUNICIPAL BANNER PROGRAM PURPOSE

#### I. MUNICIPAL BANNER PROGRAM PURPOSE

- A. To complement the aesthetic appearance and/or improvement of Sault Ste. Marie's Business Districts.
- B. To introduce color and a sense of excitement.
- C. To assist in the promotion of sports and cultural civic organizations sponsored by non-profit groups reflecting general community interest.
- D. To support and bring increased attention and awareness to the community and its businesses; and to create the image of an economically vital, active and flourishing Sault Ste. Marie.
- E. To create an effective administrative process to manage a high quality municipal banner program.

#### II. DEFINITIONS

- *Sponsoring Organizations* – Groups with a nonprofit status and/or with activities reflecting general community interest for sports, culture and the arts.
- *City Manager* – Chief administrative officer of the City is responsible for the proper management of the banner system.
- *Streetlight Banner* – Banners used in the City which are placed on City-owned streetlight poles.
- *Municipal Banner Program* – All aspects of establishing and maintaining the ongoing use of City banner system components by nonprofit organizations and their sponsors.
- *Municipal Banner System* – All items that allow for the placement of both hardware and banners within commercial areas in the City of Sault Ste. Marie.
- *Community Services Board* – The Community Services Board has the responsibility to review banner requests and make recommendations to the City Manager.

### III. BANNER POLICY

- A. **ELIGIBILITY:** Potential banner program participants should represent or promote local sports events or cultural civic organizations in the City of Sault Ste. Marie. Banners are not to be used for commercial advertising or to advertise or promote political candidates, parties, or issues. However, a professionally placed logo of a business or corporation sponsoring the event may be included on a banner.
- B. **BANNER INFORMATION CONTENT:** All banner designs should be artistic in nature, graphically or symbolically representing the subject/purpose of the sponsoring organization. Banners can include text for date, activities, logos, and/or the name of the sponsoring organization.
- C. **BANNER DESIGN:** The graphic design of all banners used in the Sault Ste. Marie Banner program shall be developed by each individual sponsoring organization under the banner program guidelines set forth in this document.
- D. **BANNER SPECIFICATIONS:** Streetlight banners shall comply with the following specifications:
  - 1) All banners in the Sault Ste. Marie Municipal Banner System shall be printed on both sides of the banner fabric.
  - 2) Streetlight Banners shall be made of marine acrylic canvas or heavy reinforced vinyl resistant to ultraviolet rays, mold and mildew. Each banner shall have two (2) double stitched reinforced hems and two (2) brass grommets. Banners shall be 24' x 48' in size.
  - 3) Sponsoring organizations wishing to place brackets on poles shall secure the City Manager's approval and purchase brackets as specified by the City. The Public Works Department will install said brackets at no cost to the sponsoring organization. However, the brackets shall become the property of the City of Sault Ste. Marie once brackets are in place.
- E. **APPLICATION PROCESS:** The sponsoring organization shall make an application to the City Manager who will share each application received with the Community Services Board who will then review and make a recommendation back to the City Manager. Banners can be placed for a time period beginning two weeks prior to the beginning of the sports year for a period of time not to exceed 6 months. Extensions of time can be granted if there is no demand for the written application and present it to the City Manager's office.

Application shall include:

- Name of sponsoring organization
  - Time period requested for banner exposure
  - Banner design
  - Number of streetlight banners
  - Location of banners
- F. APPROVAL TIME: Once reviewed by the Community Services Board, banner designs shall be returned to the City Manager's office at least three (3) weeks before the desired placement of the proposed banners.
- G. APPEALS: The City Manager is authorized by the City Commission to approve the design and placement of streetlight banners. If a banner design or a placement request is denied by the City Manager, the sponsoring organization may appeal this decision directly to the City Commission by asking to be placed on the next available City Commission meeting.
- H. BANNER PLACEMENT: The Sault Ste. Marie Public Works Department shall be responsible for placement and retrieval of approved streetlight banners. The City Commission shall establish a charge for the installation and removal of special event banners for each event. Installation fees shall be submitted to the City before banner placement will be permitted.
- I. LENGTH OF EXPOSURE: Banners may be hung for a period not to exceed 6 months or the season for the sponsoring organization.
- J. STORAGE / LIABILITY: All banners shall be the responsibility of the sponsoring organization. The City will not be responsible for storing banners.
- K. BANNER CONDITION: The City Manager has the authority to refuse the placement of streetlight banners which because of previous use, are in poor condition. In addition, the City Manager has the authority to order the removal of banners which have become frayed, ripped or otherwise unsightly.

#### **IV. GROUP RESPONSIBILITIES**

A. *City of Sault Ste. Marie:*

- 1) Provide use of light poles.

- 2) Authorizes the City Manager to manage the City's banner program.
- 3) Authorizes the City's Public Works Department to install and retrieve streetlight banners for a fee.

B. *Sponsoring Organization:*

- 1) Follows the banner program criteria established in the Municipal Banner System Policy.
- 2) Creates their own respective original banner designs.
- 3) Bears cost of banner manufacture, installation, removal and storage.

C. *Community Services Board:*

- 1) Reviews and provides recommendations to the City Manager for design and placement of streetlight banners and cross-street banners.

D. *City Manager's Office:*

- 1) Manages the Municipal Banner System Policy.
- 2) Approves graphic designs for all banners.
- 3) Determines banner placement within the designated area system.
- 4) Approves the placement of streetlight banners.

Adopted by the City Commission: May 21, 2012