

# TOWN OF FLORENCEVILLE-BRISTOL

## BANNER POLICY

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### POLICY NO. 02

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<b>Category:</b>	<b>Promotion</b>
<b>Policy Number:</b>	<b>02</b>
<b>Effective Date:</b>	<b>April 9, 2019</b>
<b>Approval by Council:</b>	<b>April 9, 2019</b>
<b>Supersedes:</b>	<b>November 10, 2009</b>
<b>Amended:</b>	<b>April 9, 2019</b>

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The following information is to promote understanding of the terms, conditions, rules and regulations governing the Florenceville-Bristol Banner Policy.

#### 1. PURPOSE

- a) To compliment the aesthetic appearance and/or improvement to the commercial area of the community.
- b) To introduce colour and a sense of excitement.
- c) To assist in the promotion of cultural and civic events sponsored by non-profit groups reflecting general community interest.
- d) To support and promote special events and tourism, bringing increased attention and awareness to the businesses; and to create an image of an economically vital, active and flourishing business community.
- e) To create an effective administrative process to manage the municipal banner implementation process which is fair to all potential patrons.

#### 2. GENERAL PROCEDURE

- a) ***ELIGIBILITY***: Potential banner participants should represent or promote local non-profit or cultural civic events or activities of particular interest or benefit to the Town of Florenceville-Bristol and community. 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 community event or non-profit group. Banners can include text for dates, activities, logos and/or title of event.

- c) BANNER DESIGN: The graphic design of all banners used in the Florenceville-Bristol Banner Program shall be developed by each individual sponsoring organization under the banner program guidelines set forth in the document.
- d) BANNER SPECIFICATIONS: Lamp Post banners street banners shall comply with the following specifications:
  - i) All banners in Florenceville-Bristol's Banner Program shall be printed on both sides of the banner fabric.
  - ii) Lamp Post Banners shall be made of vinyl, heavy reinforced vinyl or polyester mesh. Each banner shall have two (2) double stitched reinforced hemmed loops (at the top and bottom) for hanging purposes.
    - Banners are to be 30"x48" in size (including hem loops)
    - Lettering/fonts on the banners must be clear and legible and approved by the Town.
- e) BANNER SEASON: May to November
- f) APPLICATION PROCESS: The sponsoring organization shall make a written application to be reviewed by the CAO six (6) weeks prior to planned installation date annually for the banner season.

Application shall include:

- Name of special event
  - Name of sponsoring organization
  - Date of special event
  - Time period requested for banner exposure
  - Banner design
  - Number of Lamp Post banners
- g) TOWN RECOGNIZED EVENTS: The Town shall honor recognized events, which are held annually by reserving banner space for the following events. These events are, but not excluded to:
    - Canada Day
    - Outdoor Summer Market (June-September)
    - National French Fry Day (July)
    - Festival of Flavour (August)
    - Fall Festival (October)

Other special events shall be approved on a first-come first-served basis.

- h) SERVICE CLUBS & OTHER COMMUNITY ORGANIZATIONS: This service will be offered on a first come first serve basis. The total number of service club/community organization banners, not promoting special events, cannot at any time, exceed 1 in 4 banners (25% of the total number of banners).

Each individual service club or community group will only be permitted four (4) banners during the Banner Season (unless there is more availability).

If the number of requests exceeds the allotment of available poles for these types of banners the spaces will be divided equally among the Service Clubs and/or Community Organizations.

- i) APPROVAL TIME: Once reviewed by the CAO, Town staff will contact the organization with notice of approval or regret two (2) weeks before the desired placement of the proposed banners.
- j) APPEAL PROCESS: If a banner design or a placement request is denied by the CAO, the sponsoring organization may appeal this decision directly to the Town Council by asking to be placed on the next available Town Council Meeting Agenda.
- k) BANNER PLACEMENT: The Town of Florenceville-Bristol shall be responsible for the placement and installation of all lamp post banners. The Town Council shall establish a charge for the installation (if applicable) and removal of special event banners for each event.
- l) STORAGE/LIABILITY: All banners shall be the responsibility of the sponsoring organization. The Town will not be responsible for storing banners.
- m) BANNER CONDITION: The Chief Administrative Officer has the authority to refuse the placement of lamp posts banners or cross street banners which, because of previous use, are in poor condition. In addition, the Chief Administrative Officer has the authority to order the removal of banners, which have become frayed, ripped or otherwise unsightly.

### **3. GROUP RESPONSIBILITIES:**

- a) TOWN OF FLORENCEVILLE-BRISTOL:
  - i) Provides use of lamp posts;
  - ii) Manages the Municipal Banner Program Policy;
  - iii) Approves graphic designs for all banners;
  - iv) Determines banner placement within the designated area system.
- b) SPONSORING ORGANIZATION:
  - i) Follows the banner program criteria established in the Municipal Banner Policy;
  - ii) Creates their own respective original banner designs;
  - iii) Bears cost of banner manufacturing, storage, and installation (if applicable);
  - iv) Provides banners.

c) TOWN OFFICE & CAO:

- i) Manages the Municipal Banner Program Policy;
- ii) Approves graphic designs for all banners;
- iii) Determines banner placement within the designated area system;
- iv) Approves the placement of lamp post and cross street banners.

**4. PERMITTED BANNERS:**

- a) TOURISM EVENTS & FESTIVALS: Any banners pertaining to the advertisement of festivals or events within the municipality, which will enhance tourism and economic development, will be permitted to install up to 10 banners. The banners will be installed on the Town lamp posts.
- b) TOWN BANNERS: Town banners will have first priority over all other banners.

<b>Certification for Town of Florenceville-Bristol Policy Manual:</b>	
I certify that this <i>Banner Policy</i> , as indicated above was adopted by Council.	
_____	<u>April 9, 2019</u>
<b>Mayor</b>	<b>Date of Council Resolution</b>
_____	<u>April 9, 2019</u>
<b>Clerk</b>	<b>Date Policy in Effect</b>