

TOWN OF FLORENCEVILLE-BRISTOL

LAMP POST BANNER POLICY

POLICY NO. 02

Category:	Promotion
Policy Number:	02
Effective Date:	July 12, 2022
Approval by Council:	July 12, 2022
Supersedes:	April 9, 2019
First Enacted:	November 10, 2009

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 along Main Street and/or improvement to the commercial area of the community.
- b) To assist and support the promotion of tourism, festivals, special occasions and/or events reflecting general community interest.
- c) To create effective administrative and implementation processes, which are fair to all potential banner participants.

2. ELIGIBILITY

- a) 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 limited to:
 - Canada Day
 - Outdoor Summer Market (June-September)
 - National French Fry Day (July)
 - Honour Our Veterans (October-November)

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

- b) SERVICE CLUBS & OTHER COMMUNITY ORGANIZATIONS: This service will be offered on a first-come first-served basis.

Each individual service club or community group will be permitted up to four (4) banners during the Banner Season, with equal distribution between Wards to a maximum of two (2) banners in Ward 1 Bristol and two (2) banners in Ward 2

Florenceville for a minimum duration of two (2) to a maximum of four (4) week period per installation. If only one banner is to be displayed, the banner owner may express their desired Ward and the Town will work to accommodate. The Town Council may establish a fee for the installation and removal of special event banners for each event, as prescribed in User Fee Policy No. 06 .”

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. In the event there are more applications than available banner poles, approvals will be considered on a first-come first-served basis.

3. APPLICATION PROCESS

- a) APPLICATION: The sponsoring organization shall make a written application to be reviewed by the CAO six (6) weeks prior to planned installation date for the banner season. Annual events must make a new application each year.
- b) APPROVAL TIME: Once reviewed by the CAO, Town staff will contact the organization with notice of approval or regret within two (2) weeks of receipt of the application.
- c) 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.
- d) FEE: The Town Council may establish a fee for the installation and removal of special event banners for each event, as prescribed in User Fee Policy No. 06.

4. GENERAL CONDITIONS

- a) COMMUNITY EVENTS & FESTIVALS: Any banners pertaining to the advertisement of festivals or events within the municipality, which will enhance tourism and/or economic development, shall be permitted to display up to 10 banners with equal distribution between Ward 1 Bristol and Ward 2 Florenceville. If only one banner is to be displayed, the banner owner may express their desired Ward and the Town will work to accommodate. The Town Council may establish a fee for the installation and removal of special event banners for each event, as prescribed in User Fee Policy No. 06.
- b) TOWN BANNERS: Town banners shall have first priority over all other banners.
- c) BANNER SPECIFICATIONS: The banners shall comply with the following specifications:
 - i) All banners shall be printed on both sides of the banner fabric.
 - ii) Banners shall be made of vinyl, heavy reinforced vinyl or polyester mesh.
 - iii) Each banner shall have two (2) double stitched reinforced hemmed loops (at the top and bottom) for hanging purposes.
 - iv) Banners are to be 30”x48” in size (including sleeve pockets)

- v) Banners have 4" sleeve pockets top and bottom
- vi) Lettering/fonts on the banners must be clear and legible and approved by the Town.

- d) **BANNER INFORMATION CONTENT**: All banner designs shall be artistic in nature, graphically or symbolically representing the subject/purpose of the community event or non-profit group. Banners may include text for dates, activities, logos and/or title of event.

- e) **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.

- f) **BANNER SEASON**: May to November, with consideration for December to April on a case-by-case basis.

- g) **COMMERCIAL ADVERTISING**: Banners shall not be used for commercial advertising or to advertise or promote individuals, political candidates, parties, or issues. However, a professionally placed small acknowledgement sized logo of a business or corporation sponsoring the event may be included on a banner.

- h) **BANNER PLACEMENT**: The Town of Florenceville-Bristol shall be responsible for determining banner display location, as well as installation and removal.

- i) **STORAGE/LIABILITY**: All banners shall be the responsibility of the sponsoring organization. The Town will not be responsible for lost or stolen banners, or the storing of them.

- j) **BANNER CONDITION**: The Chief Administrative Officer has the authority to refuse the placement of lamp posts 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. 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;
 - v) Install and remove banners from lamp posts.

- b) **SPONSORING ORGANIZATION**:
 - i) Follows the banner program criteria set out herein;
 - ii) Creates their own respective original banner designs;
 - iii) Bears cost of banner manufacturing, storage, and installation (if applicable);
 - iv) Provides banners.

Certification for Town of Florenceville-Bristol Policy Manual:

I certify that this *Lamp Post Banner Policy*, as indicated above was adopted by Council.

Mayor

July 12, 2022
Date of Council Resolution

Clerk

July 12, 2022
Date Policy in Effect

Appendix A: Honour Our Veterans Banner Application

2022 Cost to Participate (per double-sided mesh banner):

\$170 + \$25.50 HST = \$195.50/each

Payment Options:

- E-Transfer office@florencevillebristol.ca Cash
- Cheque payable to Town of Florenceville-Bristol
- Debit/Credit Card

Photo specifications/requirements:

High Resolution portrait style photograph or Digital photo (minimum 300 dpi)

APPLICANT INFORMATION:

Name of Applicant (Printed): _____

Relationship of Applicant to Service Member: _____

Address of Applicant: _____

Applicant Phone Number: _____

Applicant Email address: _____

VETERAN INFORMATION:

First and Last Name of Service Member (clearly printed as it will appear on banner):

Era of Service (eg:1914-1918) _____

Branch of Military (eg: Army, Air Force, etc.): _____

HONOURED BY:

Name of Purchaser (clearly printed as it will appear on banner): _____

DISCLOSURE/RELEASE FORM:

I hereby declare on this date _____ the photo and above details I submitted to the Town of Florenceville-Bristol (hereafter referred to as the ‘Town’) for use in this program are done so with permission. The Town has authorization to reproduce the photo and Veteran’s details for the Veterans Banner Program.

I understand there is no guarantee to how long banners last due to exposure to elements. Should it become damaged (ripped, torn, faded, blow away), it will be up to me to replace it at my own cost (based on current pricing) as/if required. I understand refunds will not be offered for damaged or lost banners. When not in use, banners will be stored in a Town facility.

While at this time there is no intended ‘end-date’ for this program, I agree that the Town may at their discretion choose to cease it for any reason. I accept that the typical banner display duration is mid October- mid November annually.

Applicant Signature: _____

Printed Name: _____

Please return the completed application form, along with photo, and fee no later than the last Friday in August to the Florenceville-Bristol Town Office, or mail to 19 Station Road, Florenceville-Bristol, NB, E7L 3J8.

NOTE: SPACE IS LIMITED AND BASED ON FIRST-COME, FIRST-SERVED ONLY

Appendix B: Service Club / Community Organization Banner Application

APPLICANT INFORMATION:

Name of Club / Organization: _____

Contact Name: _____

Mailing Address of Applicant: _____

Applicant Phone Number: _____

Applicant Email address: _____

Event Being Recognized: _____

Number of Banners requesting to be installed: _____ (maximum 4)

If one Banner, please specify if there is a preferred Ward:

- Ward 1 Bristol
- Ward 2 Florenceville
- Either Ward

Dates for Banners to be displayed (maximum 4 weeks):

From _____ To _____

General Description of Banner Content (include draft artwork image if possible):

DISCLOSURE/RELEASE FORM:

I hereby declare on this date _____ the design and above details I submitted to the Town of Florenceville-Bristol (hereafter referred to as the 'Town') for use in this program are done so with permission. The Town has authorization to display the banner for the Lamp Post Banner Program.

I understand there is no guarantee to how long banners last due to exposure to elements. Should it become damaged (ripped, torn, faded, blow away), it will be up to me to replace it at my own cost (based on current pricing) as/if required. I understand refunds will not be offered for damaged or lost banners. I will arrange timely pickup of my banner(s) at the end of the display period.

While at this time there is no intended 'end-date' for this program, I agree that the Town may at their discretion choose to cease it for any reason, and that I must reapply each year if I wish to have my banner(s) displayed beyond the current calendar year.

Applicant Signature: _____

Printed Name: _____

*Please return the completed application form, design, and fee
to the Florenceville-Bristol Town Office, or mail to 19 Station Road, Florenceville-Bristol, NB, E7L 3J8.*

NOTE: SPACE IS LIMITED AND BASED ON FIRST-COME, FIRST-SERVED ONLY