

Section 1: Purpose

To provide a resource for attractive banners along chosen routes to notify residents and tourists of festivals and events throughout the year, enhance streetscape improvements and identify and promote special events in the City of Mount Vernon.

Section 2: Booking prioritization

Priority for use of the banner sites are:

1. Events/Programs organized by the City of Mount Vernon
2. Events/Programs organized by the Mount Vernon Downtown Association (on 1st Street only).
3. Events/Programs organized by nonprofit community organizations or a governmental agency as approved by the Banner Committee.

Banner Committee Members include the Mount Vernon Mayor, Representative to the Mount Vernon Arts Commission, Representative from the Mount Vernon Downtown Association's Design Committee and the Mount Vernon Downtown Associations' Executive Director.

Section 3: Event Criteria

Criteria for eligible events promoted on a banner include:

1. Events be held within the Mount Vernon City Limits.
2. Events must be sponsored by a not-for-profit community organization or government agency and be open to the general community and visitors.
3. Events should increase visitation to the City of Mount Vernon.
4. Events with approved Community Health and Safety messages.
5. The event must be a tourist attraction and encourage overnight guests.
6. Banner message shall not advertise a specific product or service for a for-profit organization.

If you fit within the event criteria and would like more information on the application process, please continue to Section 4.

Section 4: Street Pole Banner Application Process

1. A non-profit community group or charitable organization, which desires to promote a festival or event, fills out a Banner Application Form and waiver, from the City of Mount Vernon. The form and waiver may be accessed on-line at www.mountvernonwa.gov, or e-mail us at mvparks@mountvernonwa.gov. You may also pick up the application and waiver at the Mayor's office or Parks and Recreation office at least 3 months (90 days) in advance of the requested installation date. This allows for the design, approval, construction and receipt of your banner. The proposed banner design must also be included with the banner application.
2. Once the City receives your banner application packet that includes the form, the waiver and your banner design, a meeting will be called with the Banner Committee to review the application and artwork to make sure the banner message and design comply with all banner guideline specifications (page 3). Please receive design approval before banner printing has begun. The Committee will check to make sure the requested dates are available and there are no date conflicts with the installer. If there are questions or concerns, the applicant will be contacted by the City.
3. The Committee will determine, during review of the application, the sequence and number of banners that are installed, and if the time period is acceptable. The Committee has the discretion to give complete approval, approve with changes or deny applications for booking.
4. After all questions are answered, the City will contact the applicant and the permit will be signed, binding the applicant to the contract to complete the banner installation/removal process. Payment in full is due at this time.
5. Once payment is received, the City will notify the crew that installs/removes banners that the banners are approved for installing. The permittee drops off the banners three days before the installation date to the Parks office.
6. After removal, banners are available for pick up by the permittee at the designated location. Banners must be picked up not more than 3 days after the removal date. Banner install/removal is weather dependent.

Section 5: Banner Design Specifications

- Size/Orientation: Banners are side mounted. Banners finished size must be a vertical height of 84 inches, and a horizontal width of 28 inches, including the banner arm sleeves located at top and bottom.
- Banner arm sleeves located at top and bottom are a seamed 2.5 inches in size.
- Banners are double sided. Graphics are required on both sides. Banners must be constructed of 14oz. or greater, block out vinyl (so that graphics do not show through to the opposite side) and be non-fading.
- The minimum height of letters is 4 inches (viewed from 100').
- A minimum of 300 dpi is required for all graphic designed images.
- Text Orientation: Horizontal – left to right, vertical – rotated counterclockwise, avoid diagonal.
- Color: Consider historic color palettes that relate to the Historic District, consider contrasting colors for text and graphics, avoid yellow for text.
- Logo's: Consider legibility of the entire logo/graphic when sizing with speed and distance of viewers.

Banner graphics must incorporate good, simple graphic design appropriate for large scale, outdoor use. Banners must be designed by a professional graphic designer/artist. Consider using odd numbers (text or graphic images), and varying sizes of items (small, medium, large). Less is more, keep images and text to a minimum. Simplify graphics for viewing at long-range.

The banner message will be limited to the following content: name/logo of event, organizer name, date of event, location of event, web address for the event.

Section 6: Fees for Banner Pole Usage

The fee includes reservation of banner poles, banner installation and removal.

Area 1: 1st Street Downtown- 14 poles, 14 double-sided banners: \$300

Area 2: Kincaid Street - 2 poles: 2 double-sided banners \$50

Payment: Payment must be received after you are approved for a banner permit, and 7 days before your installation date.

Banners can only be installed along the preapproved areas listed above.

Section 7: Installation, Maintenance and Removal

Banners must be installed for a minimum of 30 days. Duration of banner pole use and removal timeframe will be approved by the banner committee.

Installation and removal of banners will be conducted by a City of Mount Vernon Installation crew. Equipment, crew time, installation and removal costs are included in the banner fee.

Preapproved banners must be at the Parks office three working days before the booking date. Banners must be picked up at the above location by three days after the removal date.

The City shall install and remove all banners at times that minimize traffic disruptions. Installation can be dependent on weather, traffic conditions, number of banners to install, and other external factors. The City is allowed to have up to 3 days variance on the installation and removal dates of the banners.

The City of Mount Vernon is not responsible for damage to banners due to weather conditions. If Banners over the course of the rental time period become a hazard or in poor condition, they will be removed at the discretion of the Banner Committee and picked up by permittee. If banner(s) are viewed to be in poor condition due to weather or other conditions, the City reserves the right to take the banner(s) down before the removal date.