

## **Purpose**

To add vibrancy and color to the City's streetscape while promoting special events, community identity, and other festival or recreational activities of benefit to the City.

*Banners are not to be used for commercial advertising; display of personal messages; promotion of a commercial or profit enterprise; or to advertise or promote political, religious, or social candidates, parties, or issues. The City reserves the right to determine whether a banner is eligible for placement on a City street pole under these guidelines.*

## **Priority Use**

1. The City of Mount Vernon
2. Mount Vernon Downtown Association, Mount Vernon Chamber of Commerce
3. Skagit County Non-Profit Organization or Governmental Agency
4. Other Non-Profit Organization or Governmental Agency

Banner Committee Members include:

- Representative from Mount Vernon Parks and Enrichment Services
- Representative from Mount Vernon Public Works Department
- Representative from the Mount Vernon Arts Commission
- Representative from the Mount Vernon Downtown Association
- Representative from the Mount Vernon Chamber of Commerce

## **Event Criteria**

1. Event must be held within Mount Vernon City Limits.
2. Event must be open to the general public.
3. Event must be organized by the City of Mount Vernon, the Mount Vernon Downtown Association, the Mount Vernon Chamber of Commerce, a Skagit County nonprofit organization or Governmental agency.
4. Event should seek to increase visitation to the City of Mount Vernon.
5. Event must not be any activity for which the City is precluded from spending public funds or any activity that is not in compliance with any local, State, or Federal law.

## **Banner Information Criteria**

1. Banners may promote a general community health and/or safety message.
2. Banners must not violate Mount Vernon City Codes.
3. Banners must not include personal messages.
4. Banners must not promote any political candidate, parties, or issues.
5. Banners must not identify, advertise, or promote any religion or social viewpoint.
6. Banners must not include commercial product or service advertisements.

*\*The name or logo of a business or corporation sponsoring the event may be included on a banner provided that such name or logo is no larger than ¼ of the total banner size and provided that the term "Presented by" or "Sponsored by" is included with the sponsor name or logo. No websites, emails, or phone numbers will be permitted on any banner.*

## Street Banner Application Process

1. An organization, which desires to promote a festival or event, must first complete a Street Banner Application from the City of Mount Vernon. The application may be accessed online at [www.mountvernonwa.gov](http://www.mountvernonwa.gov) or you may request an application from [mvparks@mountvernonwa.gov](mailto:mvparks@mountvernonwa.gov). You may also request an application in person at the Parks and Enrichment Services office, 1717 South 13<sup>th</sup> Street. Complete applications, which must include the proposed banner design and all proper insurance documentation, must be submitted at least 3 months (90 days) prior to the requested installation date. This will allow time for the design, approval, and delivery of your banners. Incomplete applications will not be accepted.
2. Upon receipt of a completed Street Banner Application, the Banner Committee will review the application and proposed banner design to ensure compliance with all guidelines, criteria, and specifications listed in this document. *Please be sure you have received design approval from the City before placing your banner order.* Any banners that do not receive City approval, that differ from approved banner design, or do not comply with all requirements will NOT be displayed and a refund will not be issued. Once the Street Banner Application and proposed banner design are approved, the Banner Committee will confirm availability of requested dates, or offer alternate dates in the event of a conflict. Should questions or concerns arise at any time, the City will contact the applicant immediately.
3. Once dates have been confirmed and all payments have been made in full, the City will schedule banner installation and removal. All banners must be delivered to the Parks & Enrichment Services Administration Office at Hillcrest Park (1717 South 13<sup>th</sup> Street), 1-3 business days prior to the scheduled installation date. Banners delivered more than 3 business days prior to the scheduled installation date will not be accepted. Banners not delivered at least 1 business day prior to installation date may not be installed on agreed upon installation date, and no refund or date adjustment will be issued. *Banner installation and removal will be weather dependent. The City will notify the applicant if dates are changed due to weather. In the event weather related changes have been made to display dates, all attempts will be made to make up any lost display time.*
4. Once banners have been removed, they may be picked up from the Parks & Enrichment Services Administration Office at Hillcrest Park. All banners must be picked up within 3 business days. After 3 business days, the City is no longer responsible for banners and may dispose of them.

## Banner Design Requirements

- Street Banners:
  - Must be double sided as banners will be seen from both sides
  - 84 inches tall, including top and bottom sleeves, and 28 inches wide
  - Must have seamed 2.5 inch installation sleeves located at top and bottom
  - Must be constructed from 14 oz. or greater, non-fading, block out vinyl
  - Minimum letter height – 4 inches, to be viewed from 100 feet
  - Minimum of 300 dpi required for all graphic designed images
  
- Park Banners:
  - Length must measure between 8-20 feet
  - Height must measure between 3-4 feet
  - Reinforced stitching is required on all 4 corners
  - 50 feet of 1/2 inch rope must be sewn into top and bottom of banner OR strung through grommets prior to drop off
    - *Banners with no rope will not be installed*
    - *City staff will not provide rope or string rope on banners*
  - Grommets must be at least 9/16 or large enough for 1/2 inch rope
  - Grommets must be placed in each corner and every 2-3 feet across entire length of top and bottom
  - Must have a total of 6-8, 4-5 inch slits cut for wind

## Installation, Maintenance, and Removal

Downtown Street Banners will be displayed for a minimum of 30 consecutive days and no more than 60 consecutive days. Lions Park Banners will be displayed for a minimum of 14 consecutive days and no more than 30 consecutive days.

City of Mount Vernon staff will install and remove all street banners. Installation and removal will be scheduled with the intention of creating the least amount of traffic disruptions possible. Installation and removal are subject to weather, traffic conditions, and other external factors, and can take up to 3 days under some circumstances. All efforts will be made to install and remove banners within 1 day. All schedule changes will be communicated to applicant and adjusted to make up any lost time whenever possible.

The City of Mount Vernon is not responsible for any vandalism, graffiti, or weather related damage to banners. If, over the course of the banner display period, banner conditions deteriorate and/or become a hazard, banners will be removed. In the event banners are removed prior to the scheduled removal date, due to deterioration or hazardous conditions, additional time will not be added to the scheduled display time. If deteriorated or damaged items are repaired in time to reinstall prior to removal date, the City will attempt to schedule, but will not guarantee, reinstallation.

## **Insurance, Indemnification and Liability**

The applicant shall obtain and, at all times during the life of the permit, have and maintain in full force General Liability and Property Damage insurance with the following limits of liability:

One million (\$1,000,000) dollars, combined single-limit coverage against any injury, death, loss or damage as a result of wrongful or negligent acts or omissions by the name insured.

The insurance policy shall name the City of Mount Vernon as an additional insured. A copy of the Insurance Certificate and Additional Insured Endorsement must be included with the application.

The applicant shall indemnify and save harmless the City of Mount Vernon including its elected officials, officers, agents and employees against any and all claims, liability, judgements, costs or expenses resulting from the wrongful or negligent acts or omissions of the applicant or other parties acting on their behalf in the undertaking specified. Applicant shall sign CITY Indemnification and Hold Harmless Agreement form.

All banners are the property and responsibility of the applicant. The applicant is responsible for all costs associated with banner display and for securing all necessary approvals related to that display. The City of Mount Vernon and/or the Banner Committee is not responsible for loss or damage of banners due to any other cause such as wind, weather, theft, vandalism, fire, earthquakes, or acts of God. The applicants will be required to replace defective or faulty banners at their own expense.

## **Fees**

Application Review Fee: \$50

-Non Refundable\*

\*If banner request is approved, the Application Review Fee will be applied to total balance due.

Installation and Removal:

Downtown Street Banners: 16 double-sided banners \$350

Lions Park Banner: 1 large banner \$100

**\*Banner design and size requirements are listed on previous page.**

**\*See attached photos for visual description of each banner style.**

Banners can only be installed along the preapproved areas listed above



# Banner Guidelines

## **Cancellation Policy**

All cancellations must be submitted in writing to [myparks@mountvernonwa.gov](mailto:myparks@mountvernonwa.gov), or delivered to the Parks and Enrichment Services Department Administration Office at Hillcrest Park; 1717 South 13<sup>th</sup> Street in Mount Vernon. No other form of cancellation will be accepted. A full refund, minus the nonrefundable Application Review Fee, will be issued for cancellations made a minimum of 60 days prior to initial banner display dates. Cancellations made between 30-59 days will receive a 50% refund, minus the nonrefundable Application Review Fee. No refunds will be issued for cancellations made 29 days or less prior to the initial banner display dates.