

CITY OF WEBSTER CITY BANNER POLICY AND PROCEDURES

The City of Webster City provides space to banners across Superior Street with the intent of advertising community events, be it for Arts Organizations or Non-Profits and/or Not-For-Profit Organizations. These spaces are reserved on a first-come-first-served basis. Reservations will be taken each year on the first Monday in November for the upcoming year.

The City Manager's Office/Electric Department will facilitate the hanging of banners across Superior Street.

The following criteria and procedures shall apply to all requests for banner placement over Main Street:

1. A Superior Street Banner Application and Banner Policy and Procedure form must be obtained from the City Manager's Office and completed by the party making the request and returned to the City Manager's Office no less than fourteen (14) days prior to the date requested to hang the banner.
2. The exact legend of the banner must be indicated in writing (see specific area on application form). For your benefit, it is found that banners are most visually effective when kept simple; i.e., event, date, organization and logo. The organization may wish to make their banners in such a manner that they can be reused from year to year (ie: no specific date, but rather "this weekend")
3. No commercial advertising will be allowed, except in cases where a sponsoring entity's name is part of the name of the event. In such cases the organization promoting the event may not construct the banner such that sponsoring entity's commercial name is the most overwhelming aspect of the banner.
4. Political advertising on or located in the public right-of-way on public property (even by a non-profit organization) is prohibited.
5. Banners must comply with the following specifications:
 - a) any type of durable material;
 - b) semi-circular wind holes in banner as shown on drawing;
 - c) metal grommets (#3) at all corners, and every 24 inches along the top and bottom of the banner; and
 - d) size will be twenty (20) or thirty-five (35) feet in length and thirty-three (33) inches in width.
6. A fee of **\$20** for a twenty foot banner or **\$30** for a thirty-five foot banner per week, must accompany the application form and be reviewed in the City Manager's Office 14 days prior to the date the banner will be hung. All organizations will be charged the same rate.

Additional weeks are available for \$5 and \$10 respectively when they are consecutive weeks. Consecutive weeks are only available when others do not have the space reserved.

7. Banner approvals are not guaranteed and will only be hung upon availability of the Electric Department staff. The length of time that a banner is to be hung is not guaranteed, and may be shortened at the discretion of the City Manager. Based on his/her judgment as to the best interest of the City, the City Manager may determine which banners are to be given priority when there are multiple requests for the same time period.
8. All banners should be delivered directly to the City Manager's Office by noon the previous Friday prior to the Monday hang date. Any banner not delivered by noon the previous Friday is subject to an additional \$10 charge.
9. Banners must be picked up from the City Manager's Office within 10 days after the display week(s). The City of Webster City assumes no responsibility for banners and any banners left more than 30 days will be discarded.
10. The City of Webster City is not responsible for any damage to banners that may occur while installing or removing the banner or any damage to banners that may occur while the banner is displayed.

If you have any questions regarding this procedure or policy, please call the City Manager's office at (515) 832-9151.

**CITY OF WEBSTER CITY
MAIN STREET BANNER APPLICATION**

Name of Organization:

Address: _____

Contact Person: _____ Contact Phone No.: _____

Email address: _____

Dates requesting banner to be displayed (Monday to Sunday):

FROM: _____ TO: _____

Signature of responsible party indicating you have read the City of Webster City Banner Policy &

In the area below, state exactly what your banner will say. For your benefit, note that banners seem to be most effective visually when kept simple, i.e. event, date, organization or logo:

Please remember to include your banner fee. Your request will not be confirmed/reserved on the schedule until payment is received. **All banners should be delivered directly to the City Manager's Office, by noon the Friday prior to the Monday hang date.** Any banner not delivered by noon the previous Friday is subject to an additional \$10 hang fee or the possible loss of the reserved banner space. Please pick up the banner from the City Manager's Office within 10 days after display week(s). The City of Webster City assumes no responsibility for banners, and any banners left more than 30 days may be discarded.

If you have any questions, please call the City Manager's office 832-9151. Please return this form with payment at least 14 days prior to hang date to: City Manager's office at city hall.

BANNER SPECIFICATIONS

