

A decorative banner graphic consisting of a central rectangular box with rounded ends, flanked by two triangular shapes pointing towards the center. The text "CITY OF MANCHESTER MUNICIPAL BANNER PROGRAM" is centered within the rectangular box.

**CITY OF MANCHESTER
MUNICIPAL BANNER PROGRAM**

I. PURPOSE

- To complement the aesthetic appearance and/or improvement of the Central Business District and eligible neighborhoods.
- To introduce color and a sense of excitement.
- To assist in the promotion of cultural, recreational, and civic events sponsored by various groups throughout the City united in mission to improve the quality of life and offerings for Manchester residents and visitors.
- To support and promote special events, bringing increased attention and awareness to Manchester and its businesses and to create the image of an economically vital, active and flourishing City.
- To create an effective administrative process to manage a high quality municipal banner program.

II. BANNER POLICY

- A. **ELIGIBILITY**: Potential banner program participants should represent or promote local non-profit or cultural civic events or activities of particular interest or benefit to the Manchester 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. **LOCATIONS**: (1) Elm Street adjacent to Veteran's Park, (2) Hanover Street at the corner of Chestnut Street, (3) Kelley Street at the corner of Rimmon Street, and (4) Elm Street at the corner of Bridge Street.
- C. **BANNER REVIEW**: Banners will be reviewed and considered for approval by the Office of the City Clerk. All banners must be professionally manufactured by a bonded printer to ensure only quality, well-made banners will be displayed within the City of Manchester.
- D. **INFORMATION CONTENT**: All banner designs should be artistic in nature, graphically or symbolically representing the subject/purpose of the community event or organization. Banners can include text for dates, activities, logos, and/or title of event. Inappropriate material, including but not limited to, offensive language, hate speak, pornographic images, and/or content considered to be demeaning and derisive, will not be accepted. Decisions on the appropriateness of material will be governed by the City.

Banners must:

- Not display any legend or symbol which may be construed to advertise, promote the sale of, or publicize any merchandise or commodity, or to be political in nature.
- Not have displayed thereon that which portrays a traffic control device, or which attempts to direct the movement of traffic.
- Use bright, contrasting colors on both sides (front and back).
- Be simple in nature, incorporating large simplistic and bold elements.
- Incorporate imagery and text that are appropriately scaled for long-range visibility.
- Not contain more than 20% of space used to highlight the sponsor of the banner.
- Not display any inappropriate symbols or messages or in any way suggest partisan political statements or endorsements.
- Conform to standards of construction as outlined below.

E. BANNER SPECIFICATIONS:

1. All banners shall be printed on both sides of the banner fabric.
2. Cross-street banners on Hanover Street or Kelley Street shall be made of marine acrylic canvas or heavy reinforced vinyl resistant to ultraviolet rays, mold, and mildew. Each banner shall have two double stitched reinforced hems. Cross-street banners must have wind slits. Cross-street banner size will depend on the locations selected for placement. Banners intended for the Hanover Street or Kelley Street locations shall be no larger than 4' tall by 20' wide.
3. Cross-street banners on Elm Street shall be made of vinyl mesh with a maximum weight of 10 ounces per square yard and a minimum air flow of 25 percent. Each banner shall have two double stitched reinforced hems and grommets. Banners intended for Elm Street shall be no larger than 4' tall by 45' wide. Mesh banners should be printed two-sided and shall not be two separate one-sided banners stitched together.

- F. APPLICATION PROCESS: The sponsoring organization shall complete a written application and present it to the Office of the City Clerk along with the certificate of insurance and fee no more than six months prior to planned installation date. A separate application must be filled out for each event and pole location. No organization can have more than six event banners at one location in a calendar year and the maximum time period per event is two weeks. The City Clerk's Office shall review and either grant or deny the application.

Applications shall include:

- Name of event
- Name of sponsoring organization
- Date of event
- Time period requested for banner exposure (*no more than two weeks at one location*)
- Banner design
- Number of cross-street banners (*2 maximum at any given time*)
- Location of banners
- Application fee
- Certificate of insurance

- G. APPLICATION FEES: The application fee for banners by location for a two week period shall be as follows and includes fees associated with installation and removal:
- Elm Street: \$500.00
 - Hanover Street: \$125.00
 - Kelley Street: \$125.00
- H. BANNER SPONSOR PRIORITY: The Office of the City Clerk will maintain a Master Banner Calendar at all times. Banner application, certificate of insurance and fee must be submitted no more than six months prior to planned installation date, must be received no later than four weeks prior to planned installation date, and will be processed on a first-come first-served basis. However, the City shall reserve the right to honor recognized events that are held annually by reserving banner space as necessary.
- I. BANNER CONDITION: The Office of the City Clerk has the authority to refuse the placement of cross-street banners which, because of previous use, are in poor condition. In addition, the Public Works Department has the authority to remove banners which have become, frayed, ripped, otherwise unsightly or present a safety hazard.
- J. INSURANCE REQUIREMENTS: Sponsoring organizations wishing to place cross-street banners must carry a \$500,000 General Liability insurance policy. Sponsoring organizations shall provide the City with said proof of insurance listing the City of Manchester as “**Additional Insured**”.

III. GROUP RESPONSIBILITIES

- A. CITY OF MANCHESTER:
1. Provides use of banner poles.
 2. Authorizes the Office of the City Clerk to receive, review and approve all applications for design and placement of cross-street banners.
 3. Authorizes the Public Works Department to install and retrieve cross-street banners.
- B. SPONSORING ORGANIZATION:
1. Follows the banner program criteria established in the Municipal Banner Policy.
 2. Creates their own respective original banner designs.
 3. Bears cost of banner manufacture and storage.
 4. Provides the City with an Insurance Certificate listing the City of Manchester as “additional insured” in the types and amounts required.