



**CITY OF WISCONSIN RAPIDS
COMMUNITY BANNER POLICY**

This policy outlines guidelines for the use, permitting and coordination of displaying community event banners at locations designated by the City of Wisconsin Rapids.

1. PURPOSE

The purpose of this policy is:

- a. to assist in the promotion of cultural, recreational, and civic events whose mission is to improve the quality of life and offerings for City of Wisconsin Rapids residents and visitors.
- b. to support and promote special events, bringing increased attention and awareness to the City of Wisconsin Rapids as an economically vital, active, and flourishing community.

2. POLICY

A. General:

The City of Wisconsin Rapids will allow the placement of banners relative to civic, cultural, philanthropic, educational, and recreational purposes having a substantial nexus to the Wisconsin Rapids community. The intent of the banners is to advertise community interest events, particularly events that are free and open to the general public or are annual community events. Only banners from government or non-profit agencies/groups are eligible.

B. Locations:

The City of Wisconsin Rapids has four (4) overhead, cross-street locations suitable for the placement of banners.

The locations are:

- West Side: West Grand Avenue by George Road
- North Side: West Riverview Expressway by Wilson Street
- East Side: East Riverview Expressway by Kingston Road
- South Side: 8th Street South by Griffith Avenue (CR Z)

C. Banner Specification:

All banner designs should be artistic in nature, graphically or symbolically representing the subject/purpose of the community event. Banners can include text for dates, activities, logos, and title of event.

Banners may include sponsorship logos placed along the bottom or outside edges of the banner. Sponsorship logos may not consume more than 20% of the overall banner viewing area. There shall be no advertising of commercial products.

Banners advertising political events or activities are not eligible and will not be scheduled.

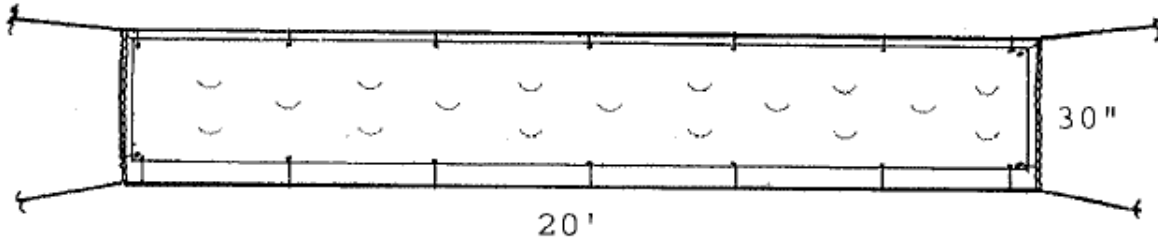
Applicants are required to make the arrangements for the manufacturer of their own banners to the specification and satisfaction of the Public Works Department.

Banners shall meet the following criteria:

1. Size; up to 30" high (outside edge) x 20' long. The banner shall not exceed 150 pounds in weight. The installed banner must be at least 17 feet above the pavement.
2. Banner must have a 3" hem along the top and bottom edge for cabling, with reinforced double stitching or heavy duty grommets on top and bottom.
3. Material shall be 18 oz. vinyl with wind slits, banner canvas (Sunbrella) with wind slits, mesh vinyl, or any other approved banner material capable of handling a major wind load.
4. Wind slits approximately 6" by 6" in area shall be evenly distributed throughout the banner. A minimum of one wind-relief flap per five square feet of banner area is required.
5. Banners must be printed on both sides.
6. Banner message must be approved by the City and may not include any commercial or sponsor logo or advertisement.
7. Banners must be clean and serviceable.
8. All banners must have grommets installed in all four corners in order to secure the banner from moving from side to side. The upper and lower edges should each have at least six grommets spaced no greater than 24' apart. Corner connections must be capable of carrying 1,000 lb. load; all other connections must carry a 500 lb. load.

9. The City may refuse to install banner if it is determined by the City in its sole discretion that the subject banner does not meet these specifications and poses a threat to public safety.

Sample Banner Configuration:



D. Application/Permit:

To request placement of a banner, a completed Community Banner Application must be received by the Public Works Department at least 30 days before the event.

Banner requests will be considered on a "first come" basis.

Notification regarding a request will be made within 2 weeks of the City's receipt of the application.

Reservations from City of Wisconsin Rapids departments and the Wisconsin Rapids Convention and Visitors Bureau are accepted beginning November 1 for the following calendar year. Reservations from all other agencies and groups are accepted beginning December 1 for the following calendar year. No multi-year commitments are made. The application must include the exact design and layout that will appear on the banner.

E. Fees:

There shall be a \$25 permit fee and a \$150 banner installation fee for each banner.

F. Installation:

Banners shall be installed and removed by the Public Works Department.

Prior to hanging banners, the banners shall be inspected by the Public Works Department for conformity with the standard requirements.

Banners shall be up for either one (1) week, two (2) weeks, or three (3) weeks, Monday through Sunday. Banners shall be dropped off at the City Garage by 10:00 a.m. the Friday before installation week and must be picked up at the same location after 12:00 p.m. the Tuesday following the banner removal.

Banners must be picked up within 7 days of their removal. The City will not store any banner for any organization.

In the event that a banner becomes a danger to public safety due to banner deterioration, storms, high winds, etc., the banner may be removed.

The City shall not be responsible for any damage caused to banners (weather, mechanical, or otherwise) while in place.

G. Indemnification:

The organization or individual requesting the installation of a banner on municipal property must agree to hold the City of Wisconsin Rapids, its elected officials, employees, and agents harmless from and to indemnify them against all costs, damages, losses, claims and expenses incurred, directly or indirectly, as a result of such organization or individual's use of municipal property for placement of a banner. Such costs, damages, losses, claims and expenses shall include, without limitation, any damage to the municipal property, the cost of employee overtime if occasioned by the use of the property, the cost of any police coverage if deemed necessary by circumstances relative to the banner placement, and any claim asserted by any third person against the City of Wisconsin Rapids, its elected officials, employees, and agents, on account of any alleged injury casually related to the banner, together with defense costs, including reasonable attorneys' fees.

The applicant shall procure and maintain for the duration of the banner placement, insurance against claims for injuries to persons or damage to property which may arise from or in connection with operations or activities performed by or on the applicant's behalf with the approval of this application. Applicant shall have commercial general liability insurance with limits no less than \$1,000,000 each occurrence, \$2,000,000 general aggregate and the City shall be named as an insured under the applicant's policy. A copy of an endorsement shall be furnished to the City of Wisconsin Rapids City Attorney before the permit application can be approved.