

ORDINANCE NO. 4 -88

By: Mark Mauer

An Ordinance to authorize the Main Street Banner Program.

Whereas, the City has installed and maintains fixtures on utility poles along Main Street for the display of cultural and civic banners; and

Whereas, the Bexley Area Chamber of Commerce has, in cooperation with the City, adopted a cultural and civic banner program for the City similar to programs in other municipalities; and

Whereas, it is in the best interest of the City and its residents to adopt a banner program and to enter into an agreement with the Bexley Area Chamber of Commerce for the administration of such program; therefore

BE IT ORDAINED BY THE COUNCIL OF THE CITY OF BEXLEY, OHIO:

Section 1. That the City establish the Main Street Banner Program and that the administrative and operational guidelines attached to this ordinance are hereby adopted.

Section 2. That the Mayor and Auditor be authorized and directed to enter into an agreement with the Bexley Area Chamber of Commerce, in form and substance acceptable to the City Solicitor, pursuant to which the Chamber will be the responsible and sponsoring agency, charged with organizing and implementing the banner program in accordance with the guidelines hereby adopted by the City.

Section 3. That this Ordinance shall take effect and be in force from and after the earliest period allowed by law.

Passed: Feb. 9th, 1988

Robert M. ...
President of Council

Attest: John W. ...
Clerk of Council

APPROVED: Feb. 9, 1988

David H. Madison
David H. Madison, Mayor

Jan. 12, 1988 - 1st reading
Jan. 26, 1988 2nd reading
Feb. 9, 1988 3rd reading

MAIN STREET DINNER PROGRAM

Administrative & Operational Guidelines

BEXLEY AREA CHAMBER OF COMMERCE

For further information contact:
Lois Kemnitzer, Chairperson
Banner Committee
Bexley Area Chamber of Commerce
2242 East Main Street
Bexley, Ohio 43209
614 231-3438

MAIN STREET BANNER PROGRAM

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1. Introduction

The Banner Committee of the Bexley Area Chamber of Commerce has developed and will administer a cultural and civic banner program within Bexley. This will be an active and ongoing program similar to those in cities like Columbus, Chicago, Cincinnati, St. Louis and Boston.

The Banner Committee, comprised of representatives from the Bexley area business community, is dedicated to making the Main Street area a vibrant, safe and clean environment in which our citizens can work, shop, live and recreate.

A. General Purpose of the Street Banner Program

To aesthetically improve Main Street in Bexley.
Through the Banner Program, these goals will be accomplished:

- * Add color and excitement to Main Street and instill pride among the Main Street community
- * Give a unified look to Main Street
- * Help promote non-profit cultural and civic events and facilities in Bexley
- * Create an effective administrative body for a Banner Program

B. The Banner Committee

Through an agreement between the City of Bexley and the Bexley Area Chamber of Commerce, the Chamber would become the responsible and sponsoring agency, charged with organizing and implementing the program in Bexley.

Within Bexley, no banner, signs, or other decorations shall be attached to poles under control of the City, except by specific permission from the Mayor or Service Director. "and prior permission of the Planning Comm."

The Banner Program shall be governed by the Banner Committee of The Bexley Area Chamber of Commerce, composed of no more than five (5) members including the Banner Committee chair person and other members appointed by the President of the Chamber. Appointed committee members shall serve a term of no more than two years on a rotating basis. Permanent places on this Committee will be held for the Chamber President and the Task Force Chair Person.

The Banner Committee will have final vote on all issues and rules governing the Banner Program. This Committee will be responsible for administering the Banner Program. This will include but will not be limited to the following:

- * Determine if the sponsoring organization and banner content meet eligibility and feasibility requirements.

- * Develop, approve, and enforce eligibility and design criteria.
- * Purchase all banners, brackets and necessary equipment from designated manufacturer(s).
- * Arrange for hanging banners at appropriate time and locations and taking them down.
- * Coordinate program and serve as liaison with designated manufacturer and designated installer. Be responsible for all invoicing and payments.

II. Regulations for Participating in the Main Street Banner Program

A. Eligibility

Participants must represent or promote cultural or civic events or facilities, or events of general public interest endorsed by the Chamber. Examples might include: Capital University, Trinity Seminary, Bexley Area Art Guild, Meadow Music Association, Capital Symphony Orchestra, Ameriflora, Jaycee's Fool's Run, and Holiday activities.

Banners may not be used for commercial advertising or to promote political candidates, parties, or issues. In those instances where an organization wishes to give credit on their banners to a contributor or sponsor of a particular banner series, such commercial credit shall be allowed:

1. Upon approval of the Banner committee, the name and logo of contributor sponsor may be positioned in the lower six inches of the banner in a letter height not to exceed three inches.
2. However, if an event is established as bearing a corporate name as part of its event-title, and is popularly recognized by such title, special consideration will be given by the Banner Committee to logos and type sizes that are appropriately scaled to the banner design.

B. Banner Size and Features

1. Banners shall be constructed of a high quality flame retardant canvas fabric. Banner size is 24" wide and 6' high after fabrication.
2. Doubling of canvas - The manufacturer recommends that any banner design using light colored canvas, (white, yellow, etc.) be doubled. This should prevent a "bleed through" of the design when it is hung in the sunlight.

C. Banner Content

1. Content of banner design will be generic in nature, graphically, symbolically or verbally representing or depicting the subject of the event or facility.

2. No commercial logos, telephone numbers, or similar forms of advertising will be permitted except as approved by the Banner Committee.

3. The Banner Committee recommends that a graphic consultant be used to design the banners(s).

4. The Banner committee requires that preliminary banner design/ideas be reviewed by the Banner Committee or their representative prior to the production of camera ready art.

D. Final Approval

The graphic designs of the banner will be developed by the sponsoring organizations and must be approved by the Banner Committee. Any banner design not meeting the aesthetic standards set by the Banner Committee may be returned for modification.

E. Banner Placement and Reservation

Banner placement will be designated by the Banner Committee and will be subject to change and lightpost availability.

Any organization desiring to promote their special event must file application with the Banner Committee not less than eight (8) weeks nor more than one (1) year in advance of the event. Eligible applicants will be honored on a first-come, first-serve basis.

F. Length of Banner Exposure

Banners may be hung for a minimum of two-weeks to a maximum of thirty (30) days prior to the event date unless otherwise determined by the Banner Committee. In the event of scheduling conflicts, the length of time for banner exposure within the above limits and/or the quantity of banners displayed will be up to the discretion of the Banner Committee. The sponsoring organization will be notified of any changes.

Any group requesting a hang period longer than the standard one month period shall be charged \$7.00 per pole, per month, over the standard one month period charge. Such extended hang periods will be allowed only if available upon approval of the Banner Committee, or it's chairperson.

G. Storage/Liability

All banners become the property of the sponsoring organizations. Some organizations may elect to sell their banners to their members or the public as a fundraising effort to help off-set costs, while others may keep the original banners for future use in the street banner program. In any event, they are the property of the sponsoring organization, and the Banner Committee, The Bexley Area Chamber of Commerce or The City of Bexley cannot be responsible for storing banners.

Neither the Banner Committee, The Bexley Area Chamber of Commerce, or The City of Bexley will be responsible for loss or damage of banners in transit, on display, or in installation and removal. For this reason, the Banner Committee recommends that each sponsoring organization check into insuring their banners against loss or damage during display.

III. Estimated Fee Schedule - Street Banners and Installation

A. Areas of Responsibility

The sponsoring organization is responsible for all costs related to the production, printing, and installation of the street banners (as specified in the pricing schedule).

B. Initial (One-Time) Costs

The Banner Committee will work with area businesses and organizations to develop funding for initial one-time costs, such as production of generic "Bexley Main Street" logo designs, banner costs, and program expansion.

C. Standard Costs (Estimated)

The following is the estimated cost per set including banner construction/ installation/administration and set-up charges as set by a minimum number of banners required.

1. ONE COLOR BANNER
2. TWO COLOR BANNER
3. THREE COLOR BANNER
4. FOUR COLOR BANNER
5. ADDITIONAL / 35

D. Terms for replacement of banners

Terms for replacement of banners previously purchased by the Banner Committee will be as follows:

1. Replacement length of banner ex, as previously stated in the original order will apply.
2. Replacement procedure will be the same as previously stated.

PRELIMINARY APPLICATION FOR MAIN STREET BANNER PROGRAM

NAME OF ORGANIZATION _____

TYPE OF ORGANIZATION _____

ADDRESS OF ORGANIZATION _____

KEY CONTACT PERSON _____ PHONE NO. _____

NAME OF EVENT _____

TYPE OF EVENT _____

DATES OF EVENT: _____ TO _____

DATES WOULD LIKE BANNERS TO HANG: _____ TO _____

DESIRED NUMBER OF LIGHT POLES: (MINIMUM 5 POLES, MAXIMUM 45) _____

If previous participant in banner program:
_____ banners do not need revision, installation only
_____ banners need revision
type revision

If first-time participants:
Name of designer: _____
Phone number of design artist: _____
one-color design _____ two-color design _____
three-color design _____ four-color design _____
other _____

Signature _____

Date _____

(Committee Use Only)

Disapprove: _____ Reason: _____

Approved: _____ Number of Sets _____

Length of Exposure: _____ to _____

Approximate

Agreement letter/contract sent: _____