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**CITY OF TRAVERSE CITY**

**BANNER POLICY**

- A. Purpose: The purpose of the City of Traverse City’s (“City”) Street Banner Program is to make available specified City polices for the display of banners to Non-Profit Organizations and Governmental Units to assist in the advertising of Events sponsored by Non-Profit Organizations and Governmental Units in a manner that contributes to the Visual Interest of the City.
- B. Definitions:
1. Banner Committee: The Banner Committee shall be the City Manager or his or her designees.
  2. Event: An activity or gathering occurring at a specified time.
  3. Governmental Unit: The United States, a state, county, city, village, or township, or a board, department, commission, council, or agency thereof, or any other body which is created by state or local authority or which is primarily funded by or through state or local authority.
  4. Non-Profit Organization: An organization meeting the requirements for tax-exempt status under the Internal Revenue Code.
  5. Primary Events: Those events that occurred primarily within the City at least once each year for a period of more than 5 consecutive years immediately preceding the year of application.
  6. Secondary Events: Those events that have occurred primarily within the City at least once each year for a period of more than 2 consecutive years, but less than 5 consecutive years, immediately preceding the year of application.
  7. Visual Interest: Special appeal, visual excitement, or a sense of fun.
- C. Eligibility:
1. In order to be eligible to display banners an applicant must demonstrate the following:
    - a. The applicant is a Non-Profit Organization or Governmental Unit;
    - b. That the banner advertises an Event sponsored by the Non-Profit Organization or Governmental Unit or highlights activities and interests occurring in or around the City; and
    - c. The banner contributes to the Visual Interest of the City.
  2. Each application shall be reviewed to determine whether the proposed banner meets the eligibility criteria.
- D. Applications: Each application shall be on a form approved by the City and shall meet the following standards:
1. Time for filing: A Banner Application shall be submitted to the Vendor no later than 30 days prior to the intended display period.
  2. Contents:
    - a. Name of Organization

- b. Proof of eligibility as a Non-Profit Organization or Governmental Unit.
  - c. Name of Event or activity of interest.
  - d. Date of Event
  - e. Date(s) of any prior occurrence of the Event.
  - f. Requested display location and dates.
  - g. Preliminary sketch of the proposed banner, including proposed banner language.
3. Filing: The City's Street Banner Program is administered by a Street Banner Program Vendor (the "Vendor"). Requests to place banners shall be submitted to and reviewed by the Vendor in accordance with this Policy. The Vendor shall date and time stamp an application upon receipt.
- E. Review Process: Once a completed application is reviewed:
- 1. The Vendor shall make an initial determination as to whether the proposed banner meets the eligibility criteria. In the event that the Vendor is unable to make this determination, the Vendor shall forward the application to the Banner Committee who shall review the application within 21 days of receipt to determine whether the application meets the eligibility criteria.
  - 2. If the application meets the eligibility criteria, the Vendor will determine space availability on a first come, first served basis with preference as follows:
    - a. City sponsored banners, including those from departments or sub-units of the City.
    - b. Primary Events.
    - c. Secondary Events.
    - d. Non-Profit Organization or Governmental Unit sponsored Events within the City, which are free to the public.
    - e. Non-Profit Organizations or Governmental Units sponsored Events within the City, which charge a fee for admission.
    - f. Non-Profit Organization or Governmental Unit sponsored Events outside of the City, but within Grand Traverse, Leelanau, or Antrim Counties.
    - g. Banners highlighting activities or interests in and around the City which are not Events.
  - 3. If the application meets the eligibility criteria and space is available, the Vendor will work with the applicant on design and art work.
  - 4. Once the design and art work is finalized the Vendor shall forward the application to the Banner Committee, who shall review the banner for compliance with this policy within 10 days of receipt of the application and art work.
- F. Period of Display: Banners associated with an Event shall be displayed no longer than two weeks after the conclusion of the Event and in no case longer than four weeks. All other banners may be displayed until the space is needed.
- G. Fees: Cost of the banner: Variable, but not to exceed the "not-to-exceed" cost provided for in the Street Banner Program Vendor Agreement to be paid directly to the Vendor. The Vendor shall provide a quarterly statement to the City demonstrating how many banners have been installed for the quarter and the fees collected.
- H. Prohibitions: The purpose of the Street Banner Program is to assist Non-Profit Organizations and Governmental Units in promoting Events sponsored by such entities and highlight activities or interests in and around the city in a manner that contributes to the Visual Interest of the City. In order to ensure that this purpose is met, no banner displayed shall contain:

1. Commercial advertising.
2. Political advertising.
3. Public issue advertising.
4. Other material incompatible with the purpose of this Policy.
5. Obscenity or fighting words.

I. Appeal:

1. A determination made by the Vendor may be appealed by the applicant to the Banner Committee within 7 days of the date of the Vendor's determination. Upon receipt of an appeal by an applicant, the Banner Committee shall review the application for compliance with this policy within 21 days from the date of appeal.
2. Any determination made by the Banner Committee may be appealed to the City Commission within 7 days from the date of determination. Upon receipt of an appeal by an applicant, the City Commission shall consider the appeal at its next available, regular meeting. A decision of the City Commission on an appeal shall be final.

I hereby certify that the above policy was adopted by the City Commission of the City of Traverse City at its regular meeting of May 21, 2007, held in the Commission Chambers, Governmental Center, 400 Boardman Avenue, Traverse City, Michigan.



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Benjamin C. Marentette, CMC, City Clerk