

		<b>The Corporation of the Town of Gananoque</b>	
<b>POLICY AND PROCEDURE MANUAL</b>			
<b>POLICY NO.</b>	CD-2013-01	<b>POLICY TYPE:</b>	Administrative
<b>AUTHORITY</b>	Chief Administrative Officer	<b>APPROVAL DATE:</b>	May 19, 2009
		<b>EFFECTIVE DATE:</b>	May 19-2009
		<b>LAST REVISION DATE:</b>	May 21, 2013
<b>SUBJECT</b>	<b>Banner Policy – Entrance Gates / Downtown Core</b>		

**Policy Objective**

The purpose of the Banner Policy is to provide potential clients with the general guidelines, and rules for posting banners at the entrance gates to the Town of Gananoque, and in the downtown core.

**General Guidelines & Rules**

- Applicants may be non-profit organizations, charities, community-oriented organizations, festivals, tourism related activities and others at the discretion of the Town
- A drawing of the proposed banner including size, colour and material is required with application
- Event banners are to be requested through the Public Works and Recreation Department
- **Banner Requirements:** unless otherwise approved by the Public Works Department:
  - Size: Gate Posts = 3' x 5' - 4.5" seam at top and bottom of each banner
  - Size: Banner Poles (downtown core) – maximum 3' x 30', Grommets – top and bottom each side
- **Timing:**
  - Banners are required to be dropped off with Town staff one week prior to installation
  - Each event is permitted to advertise their event 14 days prior to the event, as per the by-law.
  - Banners are to be removed immediately following an event
  - Banners on gates are to be one-sided; banners on light poles to be two-sided
- **Applicant:**
  - Event holders would be responsible for their own costs of the banners
  - It is the event holder's responsibility to pick up the banners immediately after event; the Town is not responsible for storing any banners.
  - **REQUIREMENT OF APPLICANT:**
    - Review and complete application
    - Banners to be dropped off at Town Hall
    - ¼" gauge rope – 30' (Banner Poles only)
    - \$100 application fee for installation each request
- **Town:**
  - Public Works and Recreational staff will be required to remove and replace banners
  - If banners are deteriorated or if a dangerous condition presents itself, the Town may remove the banners accordingly.

**APPLICATION TO PLACE A BANNER**

Organization:			
Name of Applicant:			
Address:			
Telephone Number:			
E-mail Address:			
Event Date:			Preferred Installation Date:
Total Number of Banners:	Location: <input type="checkbox"/> King Street East (Downtown) - roadway <input type="checkbox"/> King Street East Gate <input type="checkbox"/> King Street West Gate <input type="checkbox"/> Stone Street North Gate		
Describe the Promotion/Event:			

**Eligibility Criteria:**

- A) Only registered Charities will be considered for non-payment of the registration fee;
- B) Registered Charities must supply confirmation of their charity status from the Canada Revenue Agency; and a declaration stating that all profits raised from the event will be forwarded to a charity/s and provide a list of recipients along with the application form. The form must be completed and submitted to the Town prior to March 31<sup>st</sup> of the year of the event for inclusion in that year's budget.

I/We the applicants, understand that the Town of Gananoque as the manager of the banner program, may at its sole discretion, refuse to install banner(s), at any location, at any time where there is a conflict with the service and/or street level business, conflicting dates with another event or refusal to comply with requirements or rejection on any grounds deemed applicable.

I/We the applicants, acknowledge that the Town of Gananoque is not responsible for the disappearance of, or damage to, banners from any cause including, but not limited to, wind, weather, theft, vandalism, fire or acts of God.

\_\_\_\_\_  
Signature of Applicant:

\_\_\_\_\_  
Date:

**Return to:** Town of Gananoque, Public Works Department,  
 PO Box 100, 30 King St E, Gananoque, ON K7G 2T6  
 In Person: 665 Charles St North, Gananoque, ON  
 613 382-2149 ext. 1615 or 1614; or fax 613-382-4022; or [rcooper@gananoque.ca](mailto:rcooper@gananoque.ca)