



## Downtown Pole Banner Program Regulations

### General purpose

- To aid in the aesthetic environment of the downtown core area by adding color and visual interest.
- To aid in the promotion of cultural, charitable and civic events of general interest to the public and to increase positive and inclusive public engagement with Downtown and the community at large. Banners are not intended to serve as a forum of free speech by the public.
- To create an effectively coordinated administrative framework for approval, installation, and deinstallation of banners which utilize brackets owned by the Greater Downtown Colorado Springs Business Improvement District (hereafter referred to as the BID).

### Regulations

- Participants must represent or promote nonprofit, cultural, charitable or civic events or activities of general public interest.
- Commercial advertising is not allowed.
- Content of banner design must be generic in nature, graphically or symbolically representing or depicting subject matter related to the event or subject.

### Application process

- First-time banner applicants are advised to call the Director of Downtown Environment at 719-886-0088 before applying to ensure a clear understanding of the process.
- **Applicants shall submit a completed application *and draft banner design* to the Director of Communications BEFORE having banners produced.**
- **Banner applications should be submitted, at minimum, three weeks before desired installation date.**
- Downtown Partnership staff, acting on behalf of the BID, have sole authority over banner approval for installation. Bold, simple design and bright, contrasting colors are most effective. Banner design approval is based on conformity with the regulations and clear and compelling design.

### Availability

Dates are allocated on a first come, first served basis.

### Banner specifications

Finished size banners must be 24" wide by 48" tall. A stitched, hemmed pocket approximately 2.5" in depth must run along the top and bottom edge. Along one side of the banner, set approximately 3/4" from the side there must be a 1/2 inch metal grommet 5 inches down from the top and another one five inches up from the bottom. Banners must be printed on both sides. See specification drawing on last page.

## **Banner placement**

A minimum of 16 and a maximum of 32 banners is required in order for an organization to participate in the program. Available banner locations include:

- Tejon Street from St. Vrain to Colorado Avenue
- Pikes Peak, Kiowa, Boulder, Costilla and Bijou from Weber to Cascade
- Tejon street from Cimarron to Colorado
- Tejon Street from Cimarron to Moreno
- Nevada from Boulder to Pikes Peak

Banners along the perimeter of Acacia Park and the opposing blockfaces on Bijou and Tejon, as well as Pikes Peak Avenue, are reserved permanently for the BID promotional campaigns. Blockfaces surrounding the Pioneers Museum are reserved permanently for use by the museum.

Placement is at the sole discretion of the BID and is subject to bracket location and availability, and may be concentrated to provide maximum visual impact.

## **Duration**

Banners are hung for approximately a 30-day period. Banners may hang for a longer period of time for an additional fee, based upon availability of space. Installation and removal dates specified in applications should not be considered exact; inclement weather or other public space management needs may at times supercede desired install/deinstall dates.

## **Pricing**

Banners must be installed by the BID; private contracting is not allowed. Costs are \$40 per banner for approximately the first 30 days. Banners may be displayed for longer periods, based on available space, at an additional cost of \$10 per banner for each 30-day extension. By example, the cost to hang 16 banners for approximately 30 days is \$640 \$40 per banner, 60 days \$800 or \$50 per banner and 90 days \$960 or \$60 per banner.

## **Liability/insurance**

The BID is not responsible for any loss, theft or damages occurring to the banners while they are displayed on the light poles or while they are being installed, hung or deinstalled. Applicants agree to all other stipulations of the City Revocable Permit, held by the BID for the banner program. Certificate of Insurance, naming the BID and the City of Colorado Springs as additional co-insured parties (as listed below), is required prior to any banner installation.

Greater Downtown Colorado Springs  
Business Improvement District  
111 South Tejon Street, Suite 703  
Colorado Springs, Colorado 80903

City of Colorado Springs  
Land Use Review Division  
POB 1575, MC 310  
Colorado Springs, Colorado 80901-1575

## **Payment**

Payment for hanging of banners is required upon receipt of invoice. Invoice will be sent upon completion of installation. The BID may deny banner installation if the applicant has

outstanding balance due from prior installations. After 60 days, a late fee of 3% per month will be charged for every 30 days past due. Please make all checks payable to:

Greater Downtown Colorado Springs Business Improvement District  
111 S. Tejon St., Suite 703, Colorado Springs, CO 80903

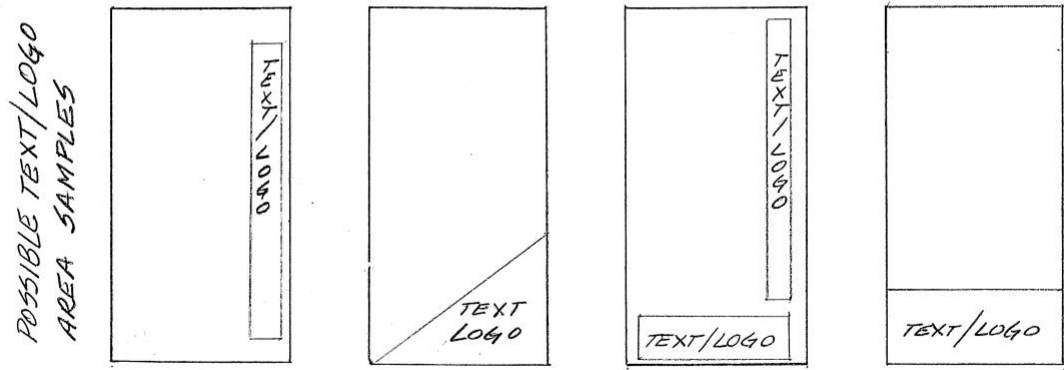
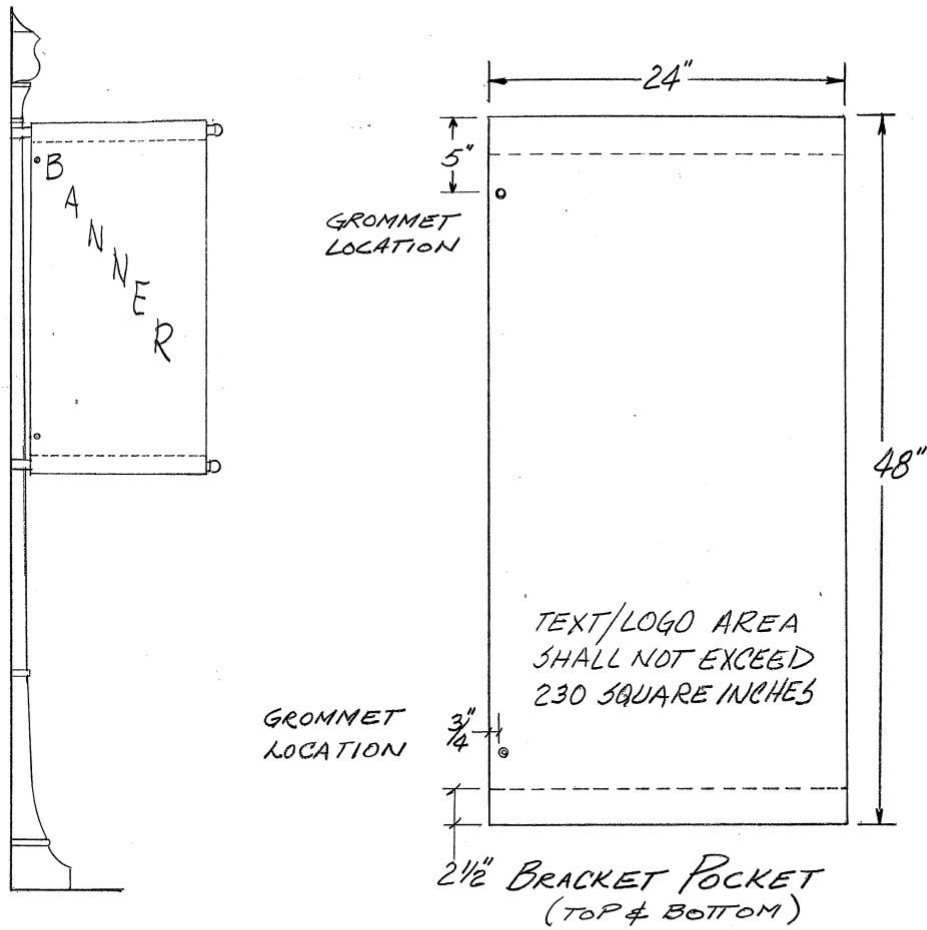
### **Banner checklist and timeline**

- First-time applicants contact BID public space manager to ensure understanding of the program process and clarification of any questions.
- Completed application and banner design draft submitted to BID at **least three weeks prior to desired installation date.**
- Upon design approval by the BID, applicant:
  - Submits proof of insurance to the BID (if not already on file)
  - Proceeds with printing of banners at the expense of the applicant
- When banner printing/production is completed, applicant notifies BID public space manager to coordinate delivery of banners to the BID.
- Banners are installed by the BID, and an invoice is sent to applicant, payable upon receipt.
- At the end of the time period for banner display, banners are deinstalled by the BID. The BID public space manager will contact applicant to pickup banners.
- Banners not retrieved by applicant within 30 days of deinstallation become property of the BID. The BID will make two attempts to contact applicant for pickup.

### **Contact**

For further information, contact:

Pat Rigdon, Director of Downtown Environment  
719-886-0088 (office)  
[Pat@DowntownCS.com](mailto:Pat@DowntownCS.com)





**BANNER REQUEST & APPLICATION**

**Greater Downtown Colorado Springs Business Improvement District  
111 S. Tejon St., Suite 703, Colorado Springs, Colorado 80903, 719-886-0088**

**I. APPLICANT INFORMATION**

APPLICANT ORGANIZATION: \_\_\_\_\_

ADDRESS: \_\_\_\_\_ ZIP CODE: \_\_\_\_\_

CONTACT PERSON: \_\_\_\_\_

PHONE: \_\_\_\_\_ E-MAIL: \_\_\_\_\_

WEB SITE: \_\_\_\_\_

EVENT NAME: \_\_\_\_\_ EVENT DATE(S): \_\_\_\_\_

NUMBER OF BANNERS TO BE INSTALLED: \_\_\_\_\_

DATE INSTALLED: \_\_\_\_\_ KEEP UP FOR (MARK ONE): 30 DAYS: \_\_\_\_\_ 60 DAYS\*: \_\_\_\_\_ 90 DAYS\*: \_\_\_\_\_  
 \*NOTE: 60 OR 90 DAY NOT GUARANTEED, BASED ON SPACE AVAILBLE. ADDITIONAL FEES APPLY.

BANNER TOPIC: \_\_\_\_\_

CHECK ONE:  
 Contact me to pick up my banners when they come down. I understand I have 30 days to pick them up.  
 Please recycle my banners when they come down.

**II. REQUIRED ATTACHMENTS**

**BANNER DESIGN**  Due with application. Design should be submitted **BEFORE** having banners produced.

**PROOF OF INSURANCE**  Required upon approval of application.

**III. ACKNOWLEDGMENT**

I hereby acknowledge that I have received and read the banner regulations and agree to abide by the same.

I have read and understand the payment policy, and acknowledge additional charges may be applied for late payments.

I hereby agree to hold the Greater Downtown Colorado Springs Business Improvement District harmless for any damage to the banners while being installed, on display and being uninstalled and to further indemnify the Greater Downtown Colorado Springs Business Improvement District for any injury, damage or liability caused by the banners while on display.

I certify that all the information contained in this application is true and correct to the best of my knowledge.

Representative \_\_\_\_\_ Date \_\_\_\_\_

Title \_\_\_\_\_ Signature \_\_\_\_\_