

# City of Spearfish Vertical Pole Banner Policy

This policy outlines guidelines for the use and coordination of display of banner space.

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## Requirements:

- Only banners from government or non-profit agencies / groups are eligible (the banner cannot advertise any product, event or organization for the purpose of private profit). Public Works Administration will approve and schedule banner display.
- Banner advertising political events or activities are not eligible and will not be scheduled.
- Banners must be provided by the organization or agencies and delivered to 440 Canyon Street (Attn: Street Department) one week prior to the installation date. City will not assume responsibility for damage or replacement of banners.
- City staff will install and remove all banners according to approved schedule.
- City will not store banners for any organization or agency.
- Application forms must be completed and submitted to the Public Works Department two weeks in advance of requested display time period.
- ALL BANNERS must be 90 mph wind-rated and accommodate a 3/4 inch diameter mounting rod (City will provide rod and mounting hardware).
- REQUESTS ARE GRANTED ON A FIRST-COME, FIRST-SERVED BASIS.

## Locations:

- Zone A → MAIN STREET from Jackson to Grant
  - ✓ 7 Poles-single banner-banner size 24" x 40"
  - ✓ 7 Poles-double banner-banner size 24" x 60"
- Zone B → JACKSON BLVD from 10<sup>th</sup> Street to University Street
  - ✓ 20 Poles-single banner-banner size 24" x 40"

## Scheduling:

Banner display period will be for one week. Banners will be installed on a Monday and removed the following Monday. One additional week may be requested and will require approval by the City Administrator. City staff maintains the authority to adjust schedule as needed for availability.

## Fee:

- Zone A - \$600.00
- Zone B - \$400.00

Each year, any approved organization may receive two grant opportunities for banner usage which will be administratively allowed.

# Application for Vertical Pole Banner

Please use blue or black ink and please PRINT.

Date \_\_\_\_\_

Name of organization: \_\_\_\_\_

Display period requested (1 week maximum) \_\_\_\_\_

Extended period requested (1 week additional) \_\_\_\_\_

Zone requested \_\_\_\_\_

Legend to appear on banner \_\_\_\_\_

What is the activity of community interest? (non-commercial) \_\_\_\_\_

Number of banners you are providing \_\_\_\_\_

Applicant's Name \_\_\_\_\_

Applicant's Full Address \_\_\_\_\_

Phone number: \_\_\_\_\_ Email address \_\_\_\_\_

I am requesting Grant approval: Yes \_\_\_\_\_ No \_\_\_\_\_

Applicant's Signature \_\_\_\_\_ Legal Capacity if Representing an Organization \_\_\_\_\_

.....  
FOR OFFICE USE ONLY  
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APPROVED: \_\_\_\_\_ DISAPPROVED: \_\_\_\_\_

PUBLIC WORKS ADMINISTRATOR: \_\_\_\_\_ DATE: \_\_\_\_\_

COMMENTS: \_\_\_\_\_

APPROVED: \_\_\_\_\_ DISAPPROVED: \_\_\_\_\_

CITY ADMINISTRATOR: \_\_\_\_\_ DATE: \_\_\_\_\_

COMMENTS: \_\_\_\_\_