



**Downtown Chattanooga
Banner Program
2023-2024**

PURPOSE

The purpose of the banner program is to beautify downtown Chattanooga with display banners designed to promote designated districts in downtown as well as to celebrate its revitalization and progress.

PROGRAM GOALS

- To use well-designed banners on city light poles as an effective tool to accentuate city streetscapes.
- To establish uniform design, installation, maintenance and removal of banners.
- To welcome visitors and residents to downtown Chattanooga and highlight key gateways to the area.
- To announce and publicize events open to the public, including special community events, cultural facilities, and to designate geographic areas.

The banner program is operated in the Northshore, Riverfront, City Center, Bluff View, MLK, Innovation District, and Southside districts.

HISTORY

In 2009, River City Company was granted permission by the City of Chattanooga to oversee the downtown banner program. Since then, River City Company has managed, maintained and operated the banner program for the downtown districts.





ELIGIBILITY

The following is permitted in the downtown banner program:

- Special community events open to the public
- Designated geographical districts and key gateways
- Cultural facilities open to the public

Not permitted include:

- Events not open to the public
- Commercial use
- Political campaigns
- Religious messages
- Any activity that is not in compliance with any local, state, or federal law
- Any image or message that is inconsistent with the banner program

APPLICATION PROCESS

Organizations must submit a completed banner application to River City Company by the outlined deadlines to be reviewed. River City Company retains complete discretion to determine whether or not a particular application to communicate a particular message is consistent with the program guidelines. If River City Company determines that a particular message is not in compliance with these program guidelines, River City Company may deny the application.

Deadline for placement in November 2023 – April 2024 is August 15, 2023.
Deadline for placement in May 2024 – October 2024 is February 15, 2024.
Applicants will be notified within ten (10) business days after the submission deadline with an approval, pending with questions or denial letter.

TIME AND GEOGRAPHICAL LIMITS

Banners approved for placement are allowed to be installed within a two-block radius of either the location of the start of the event or the facility. The district name banner must remain hanging on the pole with the ability to only replace the graphic side of the pole.

Event banners may be hung ten (10) business days prior to the event start date and must be removed within five (5) business days after the last date of the event.

For facility banners, the maximum time limit for banners will be one (1) year with River City Company's right to review the agreement annually.

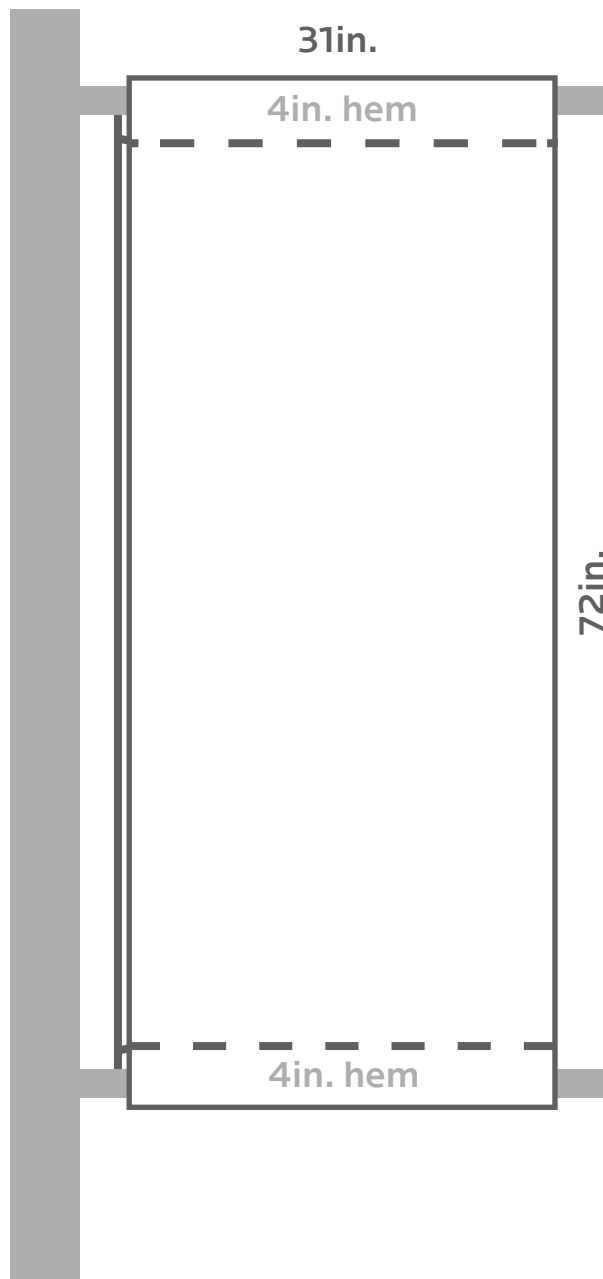
BANNER SPECIFICATIONS

Dimensions - 31" x 72" (finished size)

Print Area - 30" x 63" on both sides

Construction – Four-inch hems with double-layered fabric, double stitched on top & bottom

River City Company can provide vendor options upon request.





INSTALLATION & REMOVAL

It is at the sole cost of the applicant to cover expenses associated with the installation and removal of the banners. The applicant shall contract with a qualified installer or a verified River City Company installation company to install the banners and any required hardware, to perform any necessary maintenance while the banners are installed, and to remove the banners when required under the terms of the agreement. It is the responsibility of applicant to ensure safe storage of the existing banner and have it reinstalled after the term period has ended. The applicant is responsible to ensure there is no lapse time between removal and reinstallation of banners.

If the existing banner is lost, damaged or unable to be rehung for any reason, the applicant will pay River City Company \$400 per banner for staff time, the replacement and installation cost associated.

MAINTENANCE

The applicant (through its installer) is responsible for maintaining its banners in good condition. If banners become torn, dirty or weathered, the applicant will be responsible for cleaning, replacing or removing the banners upon River City Company's written request. If the applicant does not address the issue as specified in the written request, River City Company may remove the banners requiring maintenance and the applicant shall pay any cost incurred by River City Company, based on actual staff time and cost to perform the activity.

