

**Selectboard Policy
Regarding
Stowe Banners Over Main Street and Mountain Road
Adopted 7/14/08**

Policy Statement: The Selectboard finds that:

- The placement of banners over Main Street and Mountain Road to promote community-wide events is advantageous to Stowe's economic vitality.
- That the Town desires to continue placing banners at a nominal administrative fee of \$25/week since the banners benefit the community at-large.
- That there is more of a demand for banners than space available during the peak event season of June through October.
- That rules controlling the number and time permitted for individual banners is needed to make banner availability equitable for all eligible organizations.

Therefore the Selectboard adopts the following rules regarding the placement of banners.

Eligible Events for Banner Placement

- Banners must be for community-wide special events (having at least 100 attendees) and shall be defined as: Temporary events open to the general public (including all events requiring a Town Special Event Permit); outdoor festivals; craft shows; and community-wide thematic-based business promotions sponsored by the Stowe Area Association or a similar association. Community-wide special events do not include events for the primary purpose of promoting one individual business. Events taking place over multiple weeks, such as a play or thematic-based business promotion, shall be considered one event for the purpose of this policy.
- Banners must be for events to occur within the Town of Stowe or for regional community-theater plays.

Limits on Display Time and Placement

- Banners can be up for one week before an event and the week of the event or for multiple weeks if the event last longer than one week (with the limitations during the peak event season as noted below).
- Banner space will be allocated on a first-come first-served basis. Banner applications must include the associated fees in order to be processed.
- During the peak event season of June through October, an event banner is permitted on either Main Street or Mountain Road for one week only. If space is available, a second banner can be applied for at the alternate location or for additional weeks. Requests for a second location or additional weeks will only be accepted one week in advance and will be on a first-come, first-served basis.
- During the off-peak event season (November through May), banner requests can be made for both locations.

Banner Requirements and Logistics

- Banner reservations can be made up to one year in advance.
- Banners should be 3 feet in height and no more than 16 feet in length. Applicants must provide snap hooks for each grommet on the top edge of the banner and no ropes or straps can be attached.
- Any commercial and/or sponsor information on a banner must be minimal and secondary to the event name.
- No profane, obscene, or offensive language and/or graphics are permitted on the banner.
- Banners must not violate any Federal, State or Town laws or ordinances.
- Payment is required for processing all banner requests.
- Banners must be dropped off at the Electric Department facility between the hours of 7 a.m. and 3 p.m. on the Thursday before the banner is to be displayed.
- Banners must be delivered on time in order to guarantee placement the following Monday morning.
- Banners must be picked up at the Akeley Memorial Building the week after the banner is displayed.
- The Town is not responsible for any damage to or loss of banners regardless of the cause.
- The Town is not responsible for any damage caused by a banner regardless of the cause.
- There are no refunds of banner fees unless there is a scheduling error made by the Town.