

Downtown Street Banner Program Resource Guide



**Mayor's Office of Economic and Community Development
Metropolitan Courthouse, Suite 102
Nashville, TN 37201
phone: 862-6024
fax: 862-6025**

December 1, 2007

Mission Statement

The Mayor’s Office of Economic and Community Development’s mission is to place banners on all available street light poles year round. The poles are available for organizations to advertise cultural, entertainment, artistic, and sporting events or other matters of public interest.

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I. Application Process

1. Obtain Application for Banner Installation and the Banner Program Resource Guide from the Mayor's Office of Economic and Community Development, Metropolitan Courthouse, Suite 102, Nashville, TN 37201 (Telephone 862-6024).
2. Banner poles will not be reserved until the completed application is returned to the Mayor's Office of Economic and Community Development. The application should be submitted no later than six (6) weeks prior to date that applicant wishes banners to be hung. The Mayor's Office of Economic and Community Development will schedule reservations for the hanging of banners on a first come, first served basis. The Mayor's Office of Economic and Community Development will take reservations for banner placement up to one (1) year in advance of the proposed date applicant wishes banners to be hung.
3. Applicant must deliver proposed banner artwork and pay all related fees at least six (6) weeks prior to the date the applicant wishes banners to be hung. If artwork and fees are not delivered within this time frame, the reservation will be forfeited and the Mayor's Office of Economic and Community Development has the right to rent the poles to another group.
4. The Mayor's Office of Economic and Community Development will approve artwork within five (5) working days of the application being submitted.
5. Applicant can order banners from any company they choose. See the appendix to this guide for a list of known banner production companies.
6. Applicant **MUST** provide the Mayor's Office of Economic and Community Development with a certificate of liability insurance when submitting artwork for approval. See specifications and example.
7. Banners **MUST** be delivered to the following address at least one (1) full week prior to proposed installation date:

Paula Underwood
862-8769
Metro Public Works
740 South 5th Street
Nashville, TN 37206

Please call in advance to set up a time to meet Ms. Underwood when delivering the banners. Metro Public Works will do everything in their power to place banners on the proposed date. Emergency situations will take precedents and may involve vehicles normally used to hang banners.

8. After banners are removed, they **MUST** be picked up at the Metro Department of Public Works (750 South 5th Street) within thirty (30) days of removal. Any banners left longer than thirty (30) days will be disposed of or destroyed.

II. Design and Content

Camera ready artwork **MUST** be submitted before the Mayor's Office of Economic and Community Development will issue final approval of a design. Banners are not meant to be used as an advertisement of a business, a product or other private or personal message. Banners will be restricted to organizations advertising special cultural, entertainment, artistic and sporting events or other matters of public interest. The event being advertised must be the dominant message on the banner with any message from the corporate sponsor covering a minor portion of the banner's surface. Banner size and fabrication must be in compliance with the requirements outlined in this document and all other applicable laws and regulations.

III. Fees

The fee for use of city poles and installation will be twelve dollars (\$12.00) per pole. Each pole holds two (2) banners. All fees must be paid in full to the Mayor's Office of Economic and Community Development in the form of check or money order made out to the Mayor's Office of Economic and Community Development prior to installation.

IV. Duration

Banners should be scheduled to hang no more than two (2) weeks prior to the advertised event and will be removed within one week after the close of the event.

V. Insurance

The applicant **MUST** provide the Mayor's Office of Economic and Community Development a certificate of insurance showing that the Banners are covered by a General Liability Policy providing a minimum limit of \$1,000,000 Bodily Injury and Property Damage insurance. This certificate must last from the beginning of installation until removal is complete. The certificate **MUST** list the Metropolitan Government of Nashville and Davidson County as additionally insured, **MUST** be acceptable to the Metropolitan Department of Insurance and Safety and should be received no later than two weeks prior to the installation of the banners.

VI. Denial and Appeal Process

Denial or Revocation

The Director of the Mayor's Office of Economic and Community Development has the right to not approve an applicant's artwork. Written notice of the Director's intent to not approve the artwork will be mailed or delivered to the applicant.

Appeals process

If the artwork is not approved, the applicant may appeal the decision to the Special Events Committee of the Mayor's Office of Economic and Community Development within ten days of receipt of notice of denial. The applicant should call the Mayor's Office of Economic and Community Development to inform them that they would like to appeal the decision. The Mayor's Office of Economic and Community Development will then notify the Special Events Committee, and a meeting will be called if deemed necessary.

VII. Street Pole Locations

Only certain poles have been fitted with banner arms. These poles have been grouped to facilitate administration of the banner program. Applicant may request any or all of the groupings listed below:

Group 1

| | |
|--------------------|----------------|
| Deaderick Street | 29 poles |
| Sixth Avenue North | <u>8 pole</u> |
| | 37 poles total |

Group 2

| | |
|-----------------|----------|
| Arena Periphery | 30 poles |
|-----------------|----------|

Group 3

| | |
|---------------------|----------|
| Second Avenue North | 31 poles |
|---------------------|----------|

Group 4

| | |
|---|----------|
| Broadway (5 th Ave. to 1 st Ave.) | 19 poles |
|---|----------|

Group 5

| | |
|------------------------------------|----------|
| Fourth Avenue (Church to Union) | 12 poles |
|------------------------------------|----------|

Group 6

| | |
|-------------------------|----------|
| Metropolitan Courthouse | 16 poles |
|-------------------------|----------|

Group 7

| | |
|---------------------------|----------|
| Demonbreun Street Viaduct | 26 poles |
|---------------------------|----------|

Group 8

| | |
|----------------------|----------|
| Music Row Roundabout | 48 poles |
|----------------------|----------|

Group 9

| | |
|----------------|----------|
| Twelfth Avenue | 25 poles |
|----------------|----------|

Group 10

| | |
|--|----------|
| Jefferson Street 8 th Avenue N-10 th Avenue N | 16 poles |
|--|----------|

Group 11

Jefferson Street
10th Avenue N-12th Avenue N 21 poles

Group 12

Jefferson Street
12th Avenue N-D.B. Todd Blvd 31 poles

Group 13

Jefferson Street
D.B.Todd Blvd.-R.R. Overpass I-40 24 poles

Group 14

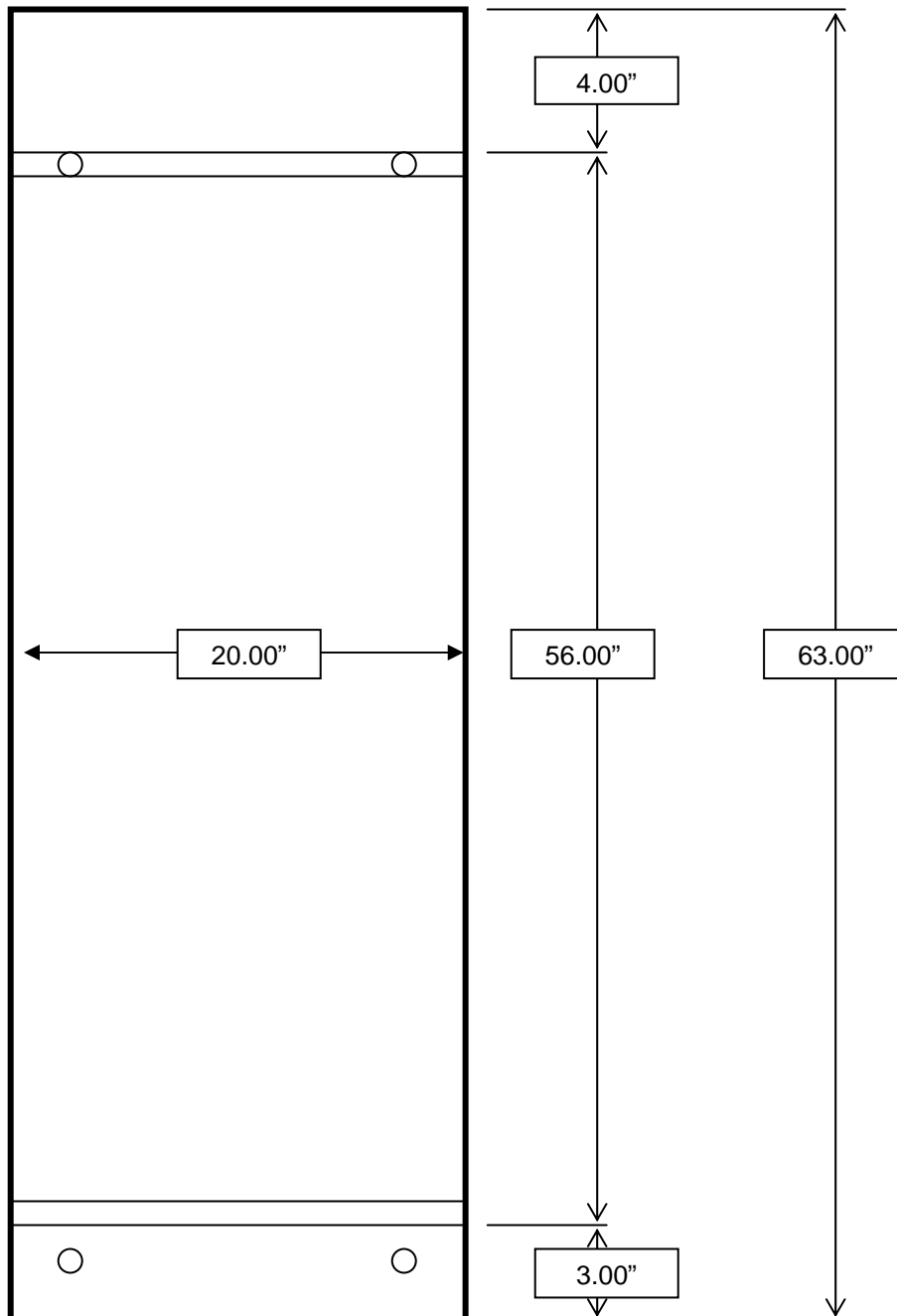
Jefferson Street
R.R. Overpass I-40-28th Avenue N 16 poles

VIII. Banner Construction Specifications

1. The size of the banner, not including the top and bottom sleeves is 20" x 56". The size including sleeves is 20" x 63". The banner width can be between 19" and 20" but must not be wider than 20". There can be no variance in banner length. The top banner sleeve has to have a minimum opening of 4 inches. The bottom banner arm sleeve needs to have an opening of 3 inches.
2. The banner material must be an acrylic coated, 100% polyester fabric or Desert Block Out 13 ounce reinforced vinyl. The banner must be mildew resistant, ultraviolet resistant, water repellent, flame retardant, and able to withstand outdoor use.
3. Banners must be printed; no decals or stickers. Banners must be printed on both sides.
4. Each banner must have a sleeve at the top and a sleeve at the bottom. The top sleeve must be exactly 4" from the top seam to the top of the banner when laid flat. The bottom sleeve must be 3" from the seam to the bottom of the banner when laid flat. All pole hems must be reinforced and double stitched. Any banner that is not double stitched will not be hung. There will be no exceptions.
5. The banner must include six (6) grommets; two (2) at the top and four (4) at the bottom. The grommets at the top should be sewn into the stitching between the banner and the sleeve. The top grommets need to be one inch (1") in from the outside edge of the banner (see diagram). The bottom grommets will need to be sewn into the bottom sleeve. There will need to be two (2) grommets on the "front" of the sleeve and two (2) grommets on the "back" of the sleeve. The front and back grommets will need to line up. The bottom grommets need to be one and a half inches (1 ½") from the outside edge of the banner. We will need to be able to put a pole in the bottom sleeve.
6. The bottom grommets must each have at least a ½" opening.

- 7. Banner applicants must supply enough nylon ties (10 more than banners) to tie the banners to the poles. The nylon ties need to be 16" long and must be able to fit through the bottom grommet holes.
- 8. Any changes to the above specifications will need to be approved.
- 9. Banners will not be installed if they do not meet the above specifications.

Banner Diagram – Front View



Banner Production Companies

Banner Express
1004 4th Avenue S
Nashville, TN 37210
phone: 1-800-669-7446
fax: 1-800-347-7446
bannerx@bellsouth.net

Crown Tent and Awning, Brenda Farrell
963 3rd Ave. North
Nashville, TN 37201
phone: 615-256-0485
fax: 615-256-0515

F & N Promotions, Rodney Jarvis
113 Old Hickory Blvd. East
Madison, TN 37115
phone: 615-865-6062
fax: 615-865-6083

Fast Signs
5308 Mt. View Road, Suite E
Antioch, TN 37013
phone: 615-731-3700
fax: 615-731-8886

aka Graphic Solutions, Karla Deal
519 Forest Pointe Place
Nashville, TN 37013
phone: 615-360-7099
fax: 615-360-7432
krdeal@msn.com

Joslin and Son Signs, Inc.
630 Murfreesboro Road
Nashville, TN 37210
phone: 615-255-3463
fax: 615-263-2847
rwilliams@joslinsign.com
tballman@joslinsign.com

Sign Me Up
3010 Brightwood Avenue
Nashville, TN 37212
615-506-0476
Fax: 615-298-2063
jprowan@comcast.net

Signs Now, Neil Kinnell
1929 Elm Hill Pike
Nashville, TN 37210
phone: 615-391-9978
fax: 615-391-2314

Signs Now, Ed McCullar
435 Donelson Pike
Nashville, TN 37214
phone: 615-391-9978
fax: 615-391-2314

All of these companies have read the banner specifications and are able to produce banners that fulfill those specs.

APPLICATION FOR BANNER INSTALLATION

Organization Name: _____ Date: _____

Contact Name: _____ E-mail: _____

Address: _____

Phone: _____ Cell Phone: _____ Fax: _____

Event Name: _____

Event Description: _____

Event Start Date: _____ Event End Date: _____

Event Sponsor(s): _____

| Pole Group | Number of Banners | Installation Date | Removal Date |
|------------|-------------------|-------------------|--------------|
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |

Total Number of Poles _____ x \$12.00 installation fee = \$_____ (Total Due)

Please complete this form and return it with a check for the total amount due payable to Mayor's Office of Economic and Community Development to the address below:

Mayor's Office of Economic and Community Development
Banner Program
Metropolitan Courthouse, Suite 102
One Public Square
Nashville, TN 37201

If you wish to bring the application in person, our office is located on the first floor of the Courthouse. If you have any questions, please call Marilyn Edwards at 862-6024.

CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)

XXXXXX

| | | |
|---|---|----------------------|
| <p>PRODUCER</p> <p>Insurance Company Address Phone Number</p> | <p>THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW.</p> | |
| <p>INSURED</p> <p>Insured Company – Must be Permit Applicant Address</p> | <p>INSURERS AFFORDING COVERAGE</p> <p>INSURER A: ABC Insurance Company</p> <p>INSURER B: XYZ Insurance Company</p> <p>INSURER C:</p> <p>INSURER D:</p> <p>INSURER E:</p> | <p>NAIC #</p> |

COVERAGES

This is to certify that the policies of insurance listed below have been issued to the insured named above for the policy period indicated. Notwithstanding any requirement, term or conditions of any contract or other document with respect to which this certificate may be issued or may pertain, the insurance afforded by the policies described herein is subject to all the terms, exclusions, and conditions of such policies. Limits shown may have been reduced by paid claims.

| CD LTR | TYPE OF INSURANCE | POLICY NUMBER | POLICY EFFECTIVE DATE (MM/DD/YY) | POLICY EXPIRATION DATE (MM/DD/YY) | ALL LIMITS IN THOUSANDS | |
|--------|---|---------------|----------------------------------|-----------------------------------|---|--|
| A | General Liability <input checked="" type="checkbox"/> Commercial General Liability <input type="checkbox"/> Claims made <input checked="" type="checkbox"/> Occur <input type="checkbox"/> Owner's & Contractor's Prot. <input type="checkbox"/> Liquor Liability <input type="checkbox"/> Other | Xxxx12345678 | 12/01/07 | 12/01/08 | General Aggregate Products - Comp/op Agg Personal & Adv Injury Each Occurrence Fire Damage (any one fire) Med Exp (Any one person) | \$1,000,000 \$1,000,000 \$1,000,000 \$1,000,000 \$ 50,000 \$ NA |
| A | Automobile Liability <input type="checkbox"/> Any auto <input type="checkbox"/> All owned autos <input type="checkbox"/> Scheduled Autos <input type="checkbox"/> Hired Autos <input type="checkbox"/> Non-Owned Autos <input type="checkbox"/> Garage Liability | | | | Combined Single Limit Bodily Injury (per person) Property Damage | |
| | Excess Liability <input type="checkbox"/> Umbrella <input type="checkbox"/> Other than Umbrella Form | | | | Each Occurrence Retention Aggregate | |
| B | <input type="checkbox"/> Workers Compensation and Employers Liability | | | | Statutory Limits Disease-Policy Limit Disease- Each emp Employers Liability | |
| | <input type="checkbox"/> Other Professional Liability | | | | | |

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES / EXCLUSIONS ADDED BY ENDORSEMENT / SPECIAL PROVISIONS

Certificate Holder Metropolitan Government of Nashville and Davidson County is named as an additional insured.

CERTIFICATE HOLDER

CANCELLATION

**METROPOLITAN GOVERNMENT OF NASHVILLE AND DAVIDSON COUNTY
 METROPOLITAN COURTHOUSE, SUITE 102
 ONE PUBLIC SQUARE
 NASHVILLE, TN 37201**

Should any of the above described policies be cancelled before the expiration date thereof, the issuing insurer will endeavor to mail 30 days written notice to the certificate holder named to the left.

SIGNATURE OF AUTHORIZED REPRESENTATIVE