

CITY OF ASPEN BANNER POLICY AND PROCEDURES

The City of Aspen provides space for banners across Main Street with the intent of advertising community events, be it for Arts organizations or Non-Profits and/or Not-for-Profit organizations. The City Manager's Office will facilitate the hanging of banners across Main Street in accordance with Municipal Code 26.510.030 (B)(3), which states, "any such temporary sign which extends over or onto a public right-of-way shall be erected and maintained in such a manner as to not interfere with or obstruct access, activity, or vision along any such public right-of-way, and shall be subject to the written approval of the City Manager."

Only single-sided spaces are available during the months of January, February, March, June, July, and August. Double-sided spaces are available the remaining months in the year. Spaces are reserved on a first-come-first-served basis with preference as follows: 1) non-profit events within Aspen which are free to the public, 2) free community events taking place within Aspen sponsored by a non-profit, 3) non-profit events that charge a fee for participation taking place within Aspen, and 4) free community events sponsored by other than a non-profit taking place within Aspen. Events taking place outside of the City are considered last. Reservations will be taken each year on the first Monday in November for the upcoming year.

The following criteria and procedures shall apply to all requests for banner placement over Main Street:

1. A Main Street Banner Application and Banner Policy and Procedure form must be obtained from the City manager's Office and completed by the party making the request and returned to the City Manager's Office no less than thirty (30) days prior to the date requested to hang the banner.
2. The exact legend of the banner must be indicated in writing (see specific area on application form). For your benefit, it is found that banners are most visually effective when kept simple; i.e., event, date, organization and logo.
3. No commercial advertising will be allowed, except in cases where a sponsoring entity's name is part of the name of the event. In such cases the organization promoting the event may not construct the banner such that sponsoring entity's commercial name is the most overwhelming aspect of the banner.
4. Political advertising on or located in the public right-of-way on public property (even by a non-profit organization) is prohibited per Aspen Municipal Code 26.510.120 (C)(2)(b)(2).
5. Banners must consist of the following specifications:
 - a) any type of durable material;
 - b) semi-circular wind holes in banner;
 - c) metal rivets at all corners, and every 24 inches along the top and bottom of the banner; and

- d) size will be twelve (12) feet in length and three (3) feet in width.
 - e) For a local banner vendor, please contact the Yellow Pages under “Banners”
6. A fee of **\$60** per one-sided banner or **\$120** per double-sided banner, per week, must accompany the application form and be reviewed in the City Manager’s Office 30 days prior to the date the banner will be hung. All organizations will be charged the same rate, accordingly.
 7. One banner, per event, may be hung for a maximum of 14 days, as per Municipal Code 26.510.030 (B)(3)(b). Banner approvals are not guaranteed and will only be hung upon availability of the Electric Department staff. The length of time that a banner is to be hung is not guaranteed, and may be shortened at the discretion of the City. Based on his/her judgment as to the best interest of the City, the City Manager may determine which banners are to be given priority when there are multiple requests for the same time period.
 8. All banners should be delivered directly to the City Electric Department, located at 219 Puppy Smith Road, by noon the previous Friday prior to the Monday hang date. Any banner not delivered by noon the previous Friday is subject to an additional \$50 charge.
 9. Banners must be picked up from the Electric Department within 7 days after the display week(s). The City of Aspen assumes no responsibility for banners and any banners left more than 15 days will be discarded.

If you have any questions regarding this procedure or policy, please call the City Manager’s office at (970) 920-5212.

**CITY OF ASPEN
MAIN STREET BANNER APPLICATION**

Name of Organization:

Address: _____

Contact Person: _____ Contact Phone No.: _____

Email address: _____

501c3 Non-Profit Number (required): _____

Dates requesting banner to be displayed (Monday to Sunday):

FROM: _____ TO: _____

Signature of responsible party indicating you have read the City of Aspen Banner Policy &

In the area below, state exactly what your banner will say. For your benefit, note that banners seem to be most effective visually when kept simple, i.e. event, date, organization or logo:

Please remember to include your banner fee. Your request will not be confirmed/reserved on the schedule until payment is received. **All banners should be delivered directly to the City's Electric Department, located at 219 Puppy Smith Road, by noon the Friday prior to the Monday hang date.** Any banner not delivered by noon the previous Friday is subject to an additional \$50 hang fee or the possible loss of the reserved banner space. Please pick up the banner from the Electric Dept. within 7 days after display week(s). The City of Aspen assumes no responsibility for banners, and any banners left more than 15 days may be discarded.

If you have any questions, please call the City Manager's assistant at 920-5212. Please return this form with payment at least 30 days prior to hang date to: City Manager's office, Aspen City Hall, 130 S. Galena St., Aspen, CO 81611-1975.