

With the renovation of Mill Creek Park, the City no longer has signage to advertise for various public event activities. With the increased number of events happening in the City, staff believes it important to have public signage to promote arts and cultural activities including events, festivals, tourism or civic programs, as well as sporting and events of public interest. The FY2105 Capital Improvement Program includes a request of \$25,000 to install two sign poles across Broadway near the Armory.

The City will manage all requests for event signage. When approved, a qualified entity hosting a public event in South Portland will provide a banner to specific dimensions and pay \$100 per week to cover the cost of installation.

Event Signage Guidelines

1. Banner Applications will be accepted from entities hosting public events in South Portland. Applications must be submitted to the City Clerk's Office.
2. Banner Season: Banners are only available to be displayed from April 1 to November 15 annually. No banners will be approved for longer than two (2) seven (7) day periods for a total of 14 days. The manager's office has the right to approve or deny banner applications outside of the established banner season.
3. Banner Specifications: The exact size of the banner is being developed based upon span across roadway. Each banner will be required to have wind slits and have double sided printing.
4. Application forms will be provided by the City Clerk's Office. The application shall contain the name of the organization, contact information for organization, a description of the event, and dates requested.
5. All applications shall be accompanied with payment in the amount appropriate for the time period requested. The fee for a seven day period is \$100.00 with a maximum of 14 days. No fees will be pro-rated or refunded except if application is rejected.
6. Each application shall be accompanied by proof of insurance verifying coverage for Commercial General Liability Insurance in the amount of a minimum of \$500,000 per occurrence and \$1,000,000 general aggregate for the time frame the banner will be hung. The certificate should name the City of South Portland as an additional insured with respect to the Banner Permit.
7. Upon receipt of the completed application, payment of fee and proof of insurance, City Staff will make a final decision on whether banner will be accepted. The City of South Portland reserves the right to reject any banner.
8. If approved, the Applicant will be placed on list of approved banners and the Parks Department will be notified for installation.

9. Applicant will be responsible for cost and delivery of all banners to the City of South Portland no later than the Thursday before the date the banner is authorized to be displayed.
 10. Applicant will be responsible for picking up their banner within one week of the removal. Banners will not be stored after that time period.
- NOTE: The City of South Portland will not be responsible for any lost, stolen, or damaged banners.


City Manager