BANNER RENTAL APPLICATION

Please complete in full except for City Use portion. Please type or write legibly.

Applicant Name:	Organization:
Mailing Address: Please indicate your preferred method for written correspondence (mail, email):	Phone Number(s): Email:
Date of Application: _____ By my signature below I certify that I have read the City's policy on allowed banners and the physical specifications for banners. Required (*check one*): Our banner meets all criteria for Priority ☐ 1 ☐2 ☐3 _____ Signature	Week Applicant Wishes to Reserve Banner Space (Week = Monday to Monday, excluding Holidays): Alternate week if first choice is already reserved: 2nd Choice: 3rd Choice: Applicant Wishes to Remove Banner Before the End of the Full Display Week: ☐Yes ☐No

The fee to rent the City Banner Facility is $**180.00** for one week only per year. Display is typically from Monday 8:00 AM through the following Sunday (overnight). Holidays affect installation and takedown dates. Applicant may request takedown earlier than the full display week; however, takedowns will not occur on weekends or holidays. Payment is made through the Finance Dept, then proof of payment is submitted along with a completed Application to the Legal Dept. No fee waivers or reductions are available. If your Application is denied, payment will be refunded through the Finance Dept.

Banner content must meet City guidelines (attached R2025-033). Tourism events sponsored by the City or promoted per contract with the City receive priority. Other activities may be approved if they fit guidelines but will receive lower priority. All promoted activities must be open to the general public and occur within 35 miles of Sequim city limits.

Required. Please describe your proposed banner in the box below. If available, attach a photo or sketch. The complete finalized banner content **must** be submitted with this application or it will be rejected. Applications that misrepresent the nature of an event or activity will result in a 5-year ban on future applications.

We will notify you within 5 business days whether your application has been approved or denied. Denials may be appealed in writing to the City Manager.

***Contact:** Legal Dept - Banners, 152 W Cedar St, Sequim WA 98382; 360-681-6611 or email to legal@sequimwa.gov.

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Banners must meet physical specifications. Banners must consist of commercial quality material with a minimum weight of 18oz. Perforated plastic is not allowed. Maximum length is 30 feet. Maximum height is 36 inches. Grommets must be mounted approximately 3/4" from edge and consist of heavy duty metal with interior hole diameter no smaller than 9/16". Grommets must be spaced no more than 3 feet apart with the central grommet aligned with the centerline of the banner. There must be reinforced grommets at each corner. Banner edges must be hemmed around grommets using heavy-duty stitching. Venting must consist of approximately 5" flaps cut every 3 feet. Double-sided banners are recommended. If single-sided banner is used, specify facing direction of printed side here: ☐ East ☐ West. REMEMBER: Lettering, designs and logos should be visible to drivers traveling at 30 mph. Applicants must inspect their banners for defects prior to delivery. Banners determined to be vulnerable to damage will not be displayed and will be taken down if damage occurs after installation. The City will not reimburse the applicant for damage to the banner or for lost promotional opportunities. Please securely attach a weather-resistant tag or card to a top corner grommet that contains the name of the event or your organization and a contact phone number.

If your application is approved, deliver your banner to the **Contact** address by 1:00 PM on the Friday preceding the initial display date. Banners brought in late may result in a missed day. If the Monday is an observed holiday, your banner will be installed on Tuesday and there will be no reduction in the fee.

If you decide to *cancel* your banner placement, please **contact** the City as soon as possible so that others will have the opportunity to reserve the week. *If cancellation occurs within 30 days of your reserved time, the City may retain $75 from your payment as a cancellation fee.* Otherwise, your rental fee will be reimbursed in full.

Banners are typically taken down early Monday morning (pickup date). Please arrange to pick yours up from the Civic Center on the pickup date or as soon as possible after the display. The City will not be responsible for loss or damage to banners left on its premises beyond pickup date. ***Applicants who leave their banner at the City for longer than two weeks may be denied future reservations.***

CITY USE ONLY BELOW THIS POINT

The foregoing banner rental application was reviewed on _____ by the City Attorney or designee.

Proposed content meets guidelines? ☐ Y / ☐ N Reviewer's initials: _____
(If not, prepare and send denial letter with reasons listed and appeal rights set forth)

☐ Applicant's requested week has been reserved on the calendar.

☐ Applicant has submitted correct payment. ☐ Y / ☐ N Attach proof of payment.

☐ **This application has been APPROVED.**

☐ **This application has been DENIED.** Denial letter signed by City Attorney is attached and we have asked the Finance Department to process your refund.

_____
Signature of City Attorney/Designee

CITY OF SEQUIM

BANNER RENTAL PROGRAM GUIDELINES

PURPOSE AND AUTHORITY: These Guidelines assist City Staff and the public in determining whether a banner meets the criteria adopted in Resolution R2025-033 governing use of the City Banner Facility spanning West Washington Street, a limited public forum primarily designated for tourism promotion. Limited public forums are supported by U.S. and Washington State Constitutional principles and case law.

ADMINISTRATION: The Banner Rental Program is administered by the Legal Department with assistance from Finance and Public Works. Legal reviews applications for compliance, processes approvals and denials, schedules display dates, and retains records related to the Program. Finance processes payments and refunds. Public Works installs and takes down banners and notifies Legal of defects and other issues.

FEES: The weekly rental fee is set forth in Sequim Municipal Code (SMC) 3.68 (Rates and Fees). No waivers or reductions are available for any reason.

PAYMENT PROCESS: Payment is required before Legal will approve an application or calendar a reservation. Finance receives and processes payments. Applicants deliver proof of payment to Legal with the application. For government applicants who cannot make advance payments or use a credit card, Legal will prepare an invoice. **NOTE:** Finance Department acceptance of payment does *not* constitute approval of the application.

APPLICATION PROCESS: Applicants must complete and submit a Banner Rental Application. Incomplete applications will be rejected. Applicants must read the policy to ensure their banner is not in a Prohibited category and to identify its Priority level. Applications must fully describe actual banner content in the box provided or attach a photo or sketch. Submittal can be by mail, email, or in-person to the Contact on the Application.

REFUND PROCESS: Payment is required at the time of application. Applications received for an already-booked week are denied unless an alternate week is agreed to, and Legal asks Finance to process a refund. Refunds will be given for banner applications that do not meet criteria or when the applicant cancels their event. If Legal does not receive notice of cancellation 30 calendar days in advance, the City may retain $75 as a late cancellation fee.

RESERVATIONS: No week will be reserved on the banner calendar unless and until a complete application has been received (with proof of payment) and Legal has approved it. Applicants can call the Contact to check whether a particular week is still available. However, no reservations will be made based on a phone call alone.

Banner displays are for ***one 7-day week per year***, beginning Monday at approximately 8:00 AM (or Tuesday if Monday is a holiday) and continuing through Sunday, overnight. Banners are replaced early Monday morning (or Tuesday if Monday is a holiday). No reduction in the rental fee is allowed for weeks shortened by a holiday.

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Applicants may request that a banner be removed before the end of the display week; however, all such requests must be made in writing at least 2 business days before. No banner removals will occur during weekends or holidays. No refunds will be given for a shortened display week. **NOTE:** Previous guidelines allowed applicants to book two weeks in a year but this was discontinued due to increased demand and logistical issues. Multiple weeks will only be allowed for City-sponsored events or pursuant to a specific contract between the applicant and the City.

TIMING OF RESERVATIONS: In general, reservations will not be accepted or posted more than 12 months in advance, and are handled on a first-come, first-served basis. The 12-month limit does not apply to applicants who have a contract with the City. In addition, the first-come, first-served principle can be superseded based on a banner's Priority category. See "Bumping" and "Allowed Banners by Priority Level" sections below.

"BUMPING" A RESERVATION: An approved reservation can be "bumped" to a different week or off the calendar entirely by a later-received Priority 1 application if the conflict is discovered at least three months before the scheduled week. Before the bump occurs, Legal and both applicants will attempt to resolve the issue by finding an alternate week. If this fails, the bumped applicant will receive a full refund but no compensation for any claim of lost publicity. If both events are arguably Priority 1, other criteria that can be used in determining whether to bump are the historical level of public attendance at each event and the percentage of attendees who travel from off the Peninsula (thus indicating a greater number of potential "heads in beds").

REVIEW PROCESS: Within five business days of receipt, Legal will (a) check availability of requested week, (b) review for compliance, and (c) notify applicant of decision. If the application is rejected, the City Attorney will issue a denial letter stating the rationale and providing the opportunity to appeal to the City Manager.

APPEALS: Any decision or action taken pursuant to these Guidelines can be appealed to the City Manager, who may reverse or modify a decision after giving proper weight to the City Attorney's and/or Public Works Staff recommendation. Appeals must be made in writing and mailed, emailed, or hand-delivered as follows: Attn: City Clerk, 152 West Cedar Street, Sequim WA 98382. clerk@sequimwa.gov. Physical location: 2nd Floor of the Sequim Civic Center, 152 West Cedar Street. Hours of operation: 7:30 AM to 4:00 PM. The City Manager has 14 calendar days to affirm, reverse, or modify the earlier decision. No reservation will be held for the appellant while an appeal is pending. The City Manager will rely on the criteria in these Guidelines in formulating the decision, which will be considered final and subject only to a judicial appeal in a court with jurisdiction.

ALLOWED AND PROHIBITED BANNERS

The City Banner Facility is a limited public forum that the City provides to promote local tourism, community events, and other activities that benefit the people who live in or visit Sequim. The City is legally and constitutionally allowed to limit the banners displayed on its Banner Facility in a reasonable, viewpoint-neutral manner.

ALLOWED BANNERS BY PRIORITY LEVEL: Typical events and activities covered in these Guidelines include but are not limited to festivals, fairs, conferences, conventions, athletic competitions, arts and crafts shows, historical and cultural exhibitions, concerts, and theater productions. Admission fees are allowed and the promoter does not need to be a nonprofit. However, banners for activities that are not open to the public will be denied.

NOTE: The bulleted list in the right-hand column of the Priority table provides a second level of criteria to assist Staff in prioritizing among applicants asking to reserve the same week.

Priority 1	• Events sponsored by the City directly or by contract/grant that are intended to attract out-of-town tourists to Sequim and the Sequim-Dungeness Valley who will spend the night ("heads in beds") • Events sponsored and organized by non-City entities that are intended to attract out-of-town tourists to Sequim and the Sequim-Dungeness Valley who will spend the night • Events intended to attract out-of-town tourists to the Clallam County portion of the Olympic Peninsula who may spend the night in Sequim NOTE: Although the City does not sponsor, contract with, or provide an LTAC grant for such an event, the above list encompasses religious, ideological, or "issue"-oriented activities if they are open to the general public, expected to draw tourists/out-of-town visitors, and the banner content itself does not conflict with Sequim's "Political Use of City Facilities" policy.
Priority 2	• Events and activities intended to attract out-of-town day visitors to the Sequim-Dungeness Valley • Seminars, speeches, conferences, forums, productions, and exhibitions (even if religious, ideological, or "issue"-oriented) provided they are intended to attract out-of-town day visitors to Sequim (reduced to Priority 3 if event will be held in Port Angeles area) • Events such as trade shows and expositions that do not directly profit a specific business, are open to the general public, and are likely to draw day visitors to Sequim including from out of town (similar events to be held in Port Angeles area are allowed, but reduced to Priority 3) • Community events or activities, including farmer's markets and bazaars, holiday entertainments, swap meets, and craft shows that are intended to benefit the residents of the Sequim-Dungeness Valley which are open to the general public and promote the Council vision of friendly small-town lifestyle. Similar events held in Port Angeles area are allowed but reduced to Priority 3.
Priority 3	• Community interest messages of direct benefit or concern to the residents of Sequim and the Sequim-Dungeness Valley, such as school open enrollment announcements and voter registration reminders • Announcements recruiting volunteers for a purpose that benefits the residents of Sequim and the Sequim-Dungeness Valley, e.g., volunteer firefighters • Health and safety notices (if related to a declared emergency, move to Priority 1)

PROHIBITED BANNERS: The below list includes ***examples*** of banners that are ***not*** allowed.

- Personal messages for family members, co-workers, or other individuals
- Promotions of commercial enterprises or sales of goods or services
- Advertisements for members-only organizations, including recruitment and fundraising therefor
- Promotions of religious, ideological, or "issue" events or activities that are not intended to draw tourists or out-of-town visitors
- Messages that violate Sequim's "Political Use of City Facilities" policy by promoting a particular political party, candidate, campaign, or ballot measure, or that announce an event designed to exclude another political party's attendance or viewpoint

FUTURE UPDATES: Resolution R2025-033 authorizes the City Manager to approve updates to these guidelines without the need to return to Council as long as such updates do not conflict with the intent and spirit of Council's resolution.

THESE GUIDELINES ARE DEEMED TO BE POLICIES AND PROCEDURES RELATED TO THE AGENCY'S ADMINISTRATIVE FUNCTIONS, SUBJECT TO RETENTION PURSUANT TO STATE ARCHIVIST RETENTION SCHEDULE GS2024-018.