



BANNER RENTAL APPLICATION

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

Applicant Name(s):	Organization(s):
Mailing and Physical Address(es): Please indicate your preferred method for written correspondence (mail, email):	Phone Number(s): Email:
Date of Application:	Week(s) Applicant Wishes to Reserve Banner Space:
By my signature below I certify that I have read the City's policy on allowed banners and believe our banner meets all criteria. Signature:	Alternate week(s), if any, if first choice(s) are already reserved:

The rental fee of **\$180.00** per week must be received with this application. (See below for information re: late cancellation fee.) A maximum of two consecutive weeks is allowed per applicant, per year. No fee waivers or reductions are available. Same day approval is not available, so plan to submit application early. If application is denied, your payment will be refunded by check along with the denial notice.

Banner content must meet City policy guidelines (see attached). Events sponsored by the City of Sequim or directly related to tourism receive priority for reservations. Other events or activities may be approved if they fit policy guidelines but will receive lower priority and may be preempted in accordance with City policy. All advertised events or activities must be open to the general public and occur in the Sequim-Dungeness Valley area.

Please describe your proposed banner below or attach a photo or detailed sketch. **The complete finalized banner content *must* be submitted for approval along with this application. Incomplete applications or applications stating "same as last" or other similar language will be rejected.** Applications that misrepresent the nature of an event will result in a 5-year ban on future applications.

The City 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:** Erika Hamerquist, Legal Department, 152 West Cedar Street, Sequim WA 98382; 360-681-6611 or by email to ehamerquist@sequimwa.gov.

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 placement. The City will not reimburse the applicant for damage or lost promotion time due to poor-quality banner.

If your application is approved, please bring your banner to the **Contact** address by 1:00 PM on the Friday preceding the installation date. Banners brought in after this time may not be displayed on their scheduled Monday date. If the Monday is an observed holiday, your banner will be displayed 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 space. *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 taken down each Monday. Please arrange to pick up your banner from the **Contact** as soon as possible following its removal. The City will not be responsible for loss or damage to banners left on its premises beyond pickup date.

CITY USE ONLY BELOW THIS POINT

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

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

_____ The applicant's requested dates have been posted on the calendar.

_____ The applicant has submitted correct payment. ___Y / ___ N Attach copy of receipt.

_____ **This application has been APPROVED.**

_____ **This application has been DENIED.** Attach copy of denial letter and return payment to applicant.

Signature of City Attorney/Designee

CITY OF SEQUIM
RESOLUTION NO. R-2017-14

A RESOLUTION SUPERSEDING RESOLUTION R-2012-08 ESTABLISHING
A POLICY DEFINING ALLOWED TYPES OF BANNERS AT CITY BANNER
FACILITY

WHEREAS, the City of Sequim had an agreement with the Sequim Dungeness Valley Chamber of Commerce from 1996 through 2005 regarding the display of banners in the city; and

WHEREAS, the City's banner structure that exists at the west end of the city was constructed with funds made available through lodging tax collected pursuant to RCW 67.28 and RCW 67.28.1815 (Tourism Promotion), thereby creating opportunities for banners promoting tourism activities as defined in RCW 67.28.080 (5)-(9); and

WHEREAS, maintenance of the banner structure is partially paid from rental revenue and additional sums are paid from the General Fund; and

WHEREAS, after reviewing operation of the 2012 policy it has been determined that applicants for rental of banner space should have more clarity in determining what events and activities may be promoted;; and

WHEREAS, the City's banner policy was originally drafted after reviewing city and county banner policies from across Washington and the United States, and has been revised over the years to accommodate public feedback and changes in the law; and

WHEREAS, the City Council has determined that the City's policy regarding the City Banner Facility should continue to provide for a limited public forum and not an open public forum;

NOW THEREFORE,

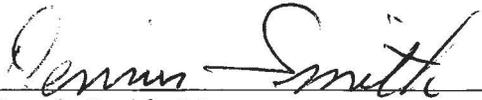
THE CITY COUNCIL OF THE CITY OF SEQUIM, WASHINGTON, FINDS AS FOLLOWS:

1. The City Banner Facility is not an open public forum but is designed and funded as a limited public forum primarily for tourism promotion in the city of Sequim and the Sequim-Dungeness Valley.
2. Banners over streets can be distracting and should be limited.
3. Promotion of a certain limited genre of community events open to and of interest to the general public may be permitted on a limited basis.

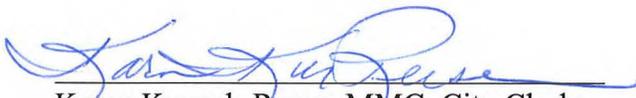
AND WE HEREBY DO ORDAIN that:

The attached policy regulating banner use at the west end banner location is hereby adopted.

PASSED BY THE CITY COUNCIL OF THE CITY OF SEQUIM, WASHINGTON, this 22nd day of May 2017.


Dennis Smith, Mayor

Attest:


Karen Kuznek-Reese, MMC, City Clerk

Approved as to Form:


Kristina Nelson-Gross, City Attorney



152 West Cedar Street, Sequim, WA 98382
City Hall (360) 683-4139 FAX (360) 681-3448
Public Works (360) 683-4908 FAX (360) 681-9552

USE OF CITY BANNER FACILITY (2018 REV.)

Purpose. The purpose of this policy is to define the types of banners allowed to be displayed on the City Banner Facility in a manner consistent with the intent for which the City Banner Facility was established.

Banner Location. The City currently has a single “City Banner Facility” located on Washington Street near the west end of town, consisting of a permanent decorative steel structure spanning the entire street upon which banners are displayed on a week-to-week basis.

Philosophy. Banners occupy public space over Washington Street in Sequim and are thus visible to drivers, passengers, and pedestrians in that area of town. The City Banner Facility, upon which banners are displayed, was constructed with funding primarily from the Lodging Tax Fund and is maintained by the Sequim Public Works Department. The Sequim City Council has determined that the City Banner Facility is not an open public forum and that banners should be permitted only when they provide direct and positive benefits to tourists and the residents of Sequim and the greater Sequim/Dungeness valley area. Banners will be regulated in a consistent and lawful manner to ensure a limited, not open, public forum that promotes tourism and friendly, small-town lifestyle.

Policy. This policy regulates all banners under the City’s jurisdiction and is in addition to other municipal regulations. All banners to be displayed on the City Banner Facility require approval of the City Attorney or his/her designee, or must be a component of a Temporary Activity Permit or contract entered into with the City of Sequim.

Procedures.

- **Application/Reservation of Dates/Priority of Reservations**
 - Before space is reserved and a banner is authorized, applicant must submit a completed Banner Rental Application, together with payment. Applications submitted without payment will not be considered and will be returned. Application forms are available on the City website (www.sequimwa.gov) or through the City Attorney’s Office, 360-681-6611. **Applications may be submitted either to the City Attorney’s Office or the City’s Finance Department. The Finance Department will accept and process payment by cash, check, money order, debit or credit.**

The Finance Department will immediately transmit the original application form and a copy of the payment receipt to the City Attorney's Office for further handling, including review, approval or denial of the application, scheduling of dates, and communicating with applicant. If application is denied, the City Attorney's Office will cause the Finance Department to write a check for purposes of refunding the applicant's advance payment. Acceptance of the advance payment at the time of application does *not* mean that the application has been approved.

1. Reservations are made on a first-come, first-served basis with the following caveats: (1) City-sponsored tourism events such as the Irrigation Festival and Lavender Weekend have priority regardless of when application is submitted; (2) tourism-related events as defined in RCW 67.28 have priority over non-tourism events and may preempt applications for non-tourism events up to six weeks ahead of desired date.
2. Reservations may be made up to 12 months in advance, so long as application and payment is also made at that time.
3. Applicants are limited to two consecutive weeks per year and no fee reductions or deferrals are available, even for nonprofit or governmental entities.
4. The City Attorney's office will review the banner rental application within 5 business days of receipt. If application is approved, dates will be reserved. If application is denied, applicant will be issued a denial letter and the payment will be refunded by check issued by the Finance Department. Applicant may appeal the denial decision to the City Manager.

- **Allowable Banners**

- The following are examples of banners permitted for display, listed in order of the City's priority ranking:
 1. Events sponsored (usually by contract) by the City of Sequim.
 2. Promotions for tourism-related ("Heads in Beds"): entertainment, recreational, educational, festival or sporting events located in Sequim and sponsored by local, non-profit IRS 501(c) or (d) or similar community organizations.
 3. Athletic and special tourism-related community events that are commercially sponsored, occurring within the city of Sequim, when proceeds are used for specific community service projects.
 4. Tourism events sponsored by other local governments reasonably likely to bring tourists into Sequim.
 5. Welcome messages, such as those for class reunions, conventions and conferences, athletic tournament participation, fishing event participants, etc. for events occurring within the Sequim/Dungeness Valley and which are tourism related.
 6. Locational voting information or reminders to vote.
 7. Entertainment, sporting, recreational, educational or fundraising events sponsored or promoted by other nearby government agencies which are reasonably likely to bring tourists into Sequim.

8. Community events or activities which occur within the Sequim/Dungeness Valley area, are open to the public, not for profit, and promote the Council vision of friendly small-town lifestyle. Examples include volunteer recruitment, youth sports sign-ups, etc.
- **Banners Which Are Not Allowed**
 - The following are **examples** of prohibited banners:
 1. Personal messages for family members.
 2. Promotion of a commercial enterprise “for profit” activity including promotion for sales of goods and/or services.
 3. Promotions of religious, political, ideological or “issue” events that are not intended to draw tourists.. Restrictions on religious events are pursuant to Amendment 1, United States Constitution and Art. 1, Section 11 Washington State Constitutions.
 4. Advertisements of clubs or organizations for events in Sequim but which are primarily for local membership participation.

Appeal Process

- Denials of Banner Rental Applications made by the City Attorney or his/her authorized designee may be appealed in writing to the City Manager for final determination.
- Written appeals must be received by the City Manager within seven (7) working days following denial.
- The City Manager will base all final decisions on the following criteria:
 - Whether the proposed banner meets the criteria for allowable displays;
 - Whether the banner is likely to promote tourism or a local event provided for under “Allowable Banners,” likely of great interest to a majority of city residents;
 - Whether there are other proposed allowable banners seeking the same time slot which, under the intent of the policy, have a higher tourism promotion priority.