

BELLOWS FALLS VILLAGE CORPORATION
BANNER POLICY

PURPOSE: The purpose of this policy is to provide guidance and specifications regarding requests to hang an outdoor banner across The Square in downtown Bellows Falls in the place designated by the Bellows Falls Village Corporation for such banners.

GENERAL: The placing of banners over the highway in The Square in downtown Bellows Falls is a privilege extended to all not-for-profit organizations in the Rockingham/Bellows Falls area on a first-come, first-served basis. Only personnel of the Bellows Falls Fire Department shall be allowed to conduct the actual hanging of such banners in designated locations.

ELIGIBILITY: All banners must represent or promote local not-for-profit or cultural civic events or activities of particular interest or benefit to the greater Rockingham/Bellows Falls community. Banners shall not be used for commercial advertising or to advertise or promote political candidates, parties or issues. However, an official logo of a business or corporation sponsoring the event may be included on a banner, but must take up less than 25% of the area of the banner.

APPLICATION: Any organization or agency wishing to place a banner over The Square shall complete an application provided by the office of the Municipal Manager by providing all requested information. Upon determination by the Municipal Manager that 1) the application is complete, 2) the organization or agency applying and the proposed banner meet the eligibility criteria listed above and, 3) all applicable fees have been received, the Municipal Manager shall approve the application if deemed eligible provided the timeframe requested for the banner does not conflict with that of a banner previously approved. Any applicant whose application is denied due to Municipal Manager's determination of ineligibility may appeal the decision to the Village Trustees, who shall consider the matter at its next regular meeting if practicable, and whose decision on appeal shall be final.

FEES: A fee shall be charged to hang banners in The Square, which shall be paid in full to the Bellows Falls Village Corporation prior to the hanging of any approved banner. The fee is \$50.00 for eligible organizations or agencies based in, or with an office located within, the village of Bellows Falls. The fee is \$100.00 for all other eligible organizations or agencies. Fee reductions or waivers shall not be granted.

REQUIREMENTS: All banners to be hung in The Square must comply with the following specifications and regulations:

1. All banners to be hung shall be brought to the Bellows Falls Fire Station at 170 Rockingham Street "READY TO HANG", as determined by the Bellows Falls Fire Department, with all necessary hardware attached.
2. All banners shall be made of heavy duty canvas or reinforced vinyl or mesh in order to withstand wind and weather conditions
3. One quarter (1/4) inch plastic coated cable or 3/8-inch polypropylene rope must be provided on each side of the banner to secure the banner to the buildings.

Adopted on July 11, 2017

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4. Small loops must be provided at the end of each cable (or rope) in order to hook the cables to hardware on the buildings.
5. A 36 inch heavy duty rubber bungee cord must be provided for each cable that is to be secured to the buildings.
6. Large, heavy duty spring loaded Dog Chain clips (or equivalent) must be provided to secure the top of the Banner to the main holding cable.
7. The dog clips shall be spaced not more than 36 inches apart on the banner.
8. The total length of the cables and banner will be 78 feet.
9. Banners hung by the Bellows Falls Fire Department will be done at the convenience of the Fire Department and must be delivered not less than 5 days prior to the date it is scheduled to be hung. Every effort will be made to comply with requested dates.
10. The Bellows Falls Fire Department and the Bellows Falls Village Corporation will not be held liable or responsible for the condition of banners, damage to a banner, or damage caused by any banner. All those seeking permission to hang a banner (other than the Village or Town and their respective departments) as provided herein shall sign an agreement as provided by the Village that holds the Bellows Falls Village Corporation and the Town of Rockingham harmless and indemnifies them from any liability in the event the banner causes damage to persons or property.
11. Maintenance and storage of banners is the responsibility of the owner of the banner. The Bellows Falls Fire Department will not maintain or store any banners beyond three days from removal, and notification by the Department of such removal to the owner.
12. A completed Banner Application Form approved by the Municipal Manager must be presented to the Bellows Falls Fire Department not less than fifteen (15) days prior to the date on which the banner is requested to be hung.

**BELLOWS FALLS VILLAGE CORPORATION
BOARD OF TRUSTEES**



Myles Mickle, Village President

Steve Adams



Deborah Wright



James McAuliffe



Stefan Golec

Adopted on July 11, 2017

**BELLOWS FALLS VILLAGE CORPORATION
Banner Application**

Please complete and sign the application & indemnification agreement below and return to the Municipal Manager's Office, PO Box 370, Bellows Falls, VT 05101 with the appropriate fee.

Name of Organization: _____

Address: _____

Wording on Banner (please enclose a picture of banner): _____

Date(s) Requested for Hanging: _____

Banners must meet all specifications noted in the Bellows Falls Village Corporation Banner Policy (attached) and must include all necessary hardware and cables required to hang the banner. Upon approval by the Municipal Manager, the banner must be delivered to the Bellows Falls Fire Department, 170 Rockingham Street, Bellows Falls, VT at least 5 days prior to the requested date to hang.

Banner must be picked up within three (3) days of removal.

The cost to hang a banner is \$50.00 for eligible organizations or agencies based in, or with an office located within, the village of Bellows Falls. The fee for all other eligible organizations or agencies is \$100. There are no fee reductions or waivers.

Indemnification Agreement

AGREEMENT, made this _____ day of _____, by and between

_____ (hereinafter called "Indemnitor"); and the

Bellows Falls Village Corporation, a Vermont municipal corporation (hereinafter called "Indemnitee" or "Village"),

WITNESSETH:

WHEREAS, the Indemnitor would like to hang a banner across the Square, Bellows Falls, Vermont, and

WHEREAS, the Bellows Falls Fire Department of the Indemnitee has the necessary equipment and manpower to hang said banner;

NOW, THEREFORE, in consideration of the Village agreeing to hang said banner, the Indemnitor agrees to indemnify and save harmless the Indemnitee and the owners of the buildings from which the banner is hung, from and against all claims, suits, damages, costs, losses and expenses in any manner resulting from, arising out of, or connected with the hanging of said banner:

_____ (Indemnitor)
(Name of Organization)

By: _____

Date: _____

Name, Address & Contact # of Responsible Person:

_____ Approved

_____ Denied

Bellows Falls Village Corporation (Indemnitee)

By: _____
Municipal Manager

Date: _____

Notice of Right of Appeal: Any applicant whose application is denied due to Municipal Manager's determination of ineligibility may appeal the decision to the Village Trustees, whose decision shall be final.