

City of Grass Valley

City Banner Program – E. Main Street

Providing an opportunity for city groups and organizations to celebrate achievements (past and present) in partnership with the City to enhance the downtown streetscape.

Program Purpose

The City of Grass Valley City Banner Program allows local organizations to partner with the City to display banners along East Main Street between Bennett Street and South Auburn Street. The program is intended to celebrate community (i.e. local history, local arts, local sports), while maintaining a consistent and attractive downtown environment.

This program is separate from and distinct from the City's Hometown Hero Banner Program.

Banner Availability & Locations

- Seven (7) banner locations are available along East Main Street between Bennett Street and South Auburn Street
- Each banner location accommodates a double-sided banner, allowing for two different designs (front and back)
- Banner placement locations are determined solely by City staff.

Eligible Applicants

Eligible applicants able to partner with the City include, but are not limited to:

- Government Agencies
- Local Schools
- Youth, recreational, and sports organizations
- Arts groups
- Nonprofits

No advertising of any kind, political messaging, and/or religious advocacy is not permitted.

Banner Design Requirements

Applicants must submit a complete banner design meeting the following specifications:

- Banner size: 24 inches wide by 48 inches tall
- Orientation: Vertical
- Designs: One design per side (front and back may differ)
- Design must be family-friendly and appropriate for public display (approved by the City)
- Design must be clear, high-quality, and suitable for viewing from the public right-of-way
- All text must be large enough to be easily legible from a distance (generally 200-point font or larger, depending on typeface and layout)
- Color scheme to be provided by the City to be consistent with City seasonal themes
- No profanity, discriminatory language, or imagery

Final banner designs are subject to City approval and may require revisions prior to acceptance.

Application & Review Process

1. Applicants submit a completed application, banner design(s), and required documentation.
2. City staff review submissions for completeness and compliance with program requirements.
3. Designs are reviewed by City staff and two (2) City Council members for content appropriateness and alignment with City standards.
4. The City retains final authority over banner approval, placement, and display scheduling.

Submission or approval does not guarantee future placement or renewal.

Program Cost

The cost is \$150 per banner.

The fee includes:

- Banner production and printing
- Hardware
- Installation and removal

The City does not generate revenue from this program. Fees reflect actual production and operational costs.

Display Period

Banner display periods will be established by City staff based on availability, seasonal considerations, and program demand.

The City reserves the right to remove banners early if necessary due to weather, safety concerns, or unforeseen circumstances.

Terms & Conditions

- Banner locations and rotation schedules are determined by the City.
- Approved banners may not be altered after installation.
- The City is not responsible for damage caused by weather, vandalism, or normal wear.
- Banners will be removed at the end of the approved display period.

City Banner Program – Application Form

City of Grass Valley

Organization Information

- Organization Name: _____
- Contact Person: _____
- Phone: _____
- Email: _____
- Mailing Address: _____

Organization Type (check one):

- School / Educational Program
 - Historical or Cultural Organization
 - Arts / Music / Theater Group
 - Sports or Youth Organization
 - Nonprofit Organization
 - Other (please describe): _____
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Banner Information

- Number of banners requested: One
- Banner size: **24" x 48" (vertical)**
- Designs submitted:
 - Front design attached
 - Back design attached (if different)

Brief description of banner message/theme:

Acknowledgements (Required)

- I understand banner placement locations and display periods are determined by the City.
- I understand submission does not guarantee approval or future placement.
- I understand advertising of any kind, political messaging, and religious advocacy are not permitted.
- I understand the banner fee is **\$150 per banner**, covering production, installation, and removal.

Authorized Signature: _____

Date: _____

Staff Banner Design Review Checklist

(Internal Use – Staff + Council Review)

Application Review

- Application complete
- Eligible organization type
- Fee received or invoiced

Design Specifications

- Correct size (24" x 48")
- Vertical orientation
- Front design provided
- Back design provided (if applicable)

Content Review

- Family-friendly and appropriate for public display
- No profanity or offensive imagery
- No advertising
- No political messaging
- No religious advocacy
- Message aligns with community-focused purpose

Review & Approval

- Reviewed by City staff
- Reviewed by Council Member #1
- Reviewed by Council Member #2

Final Determination

- Approved as submitted
- Approved with revisions
- Not approved

Notes: