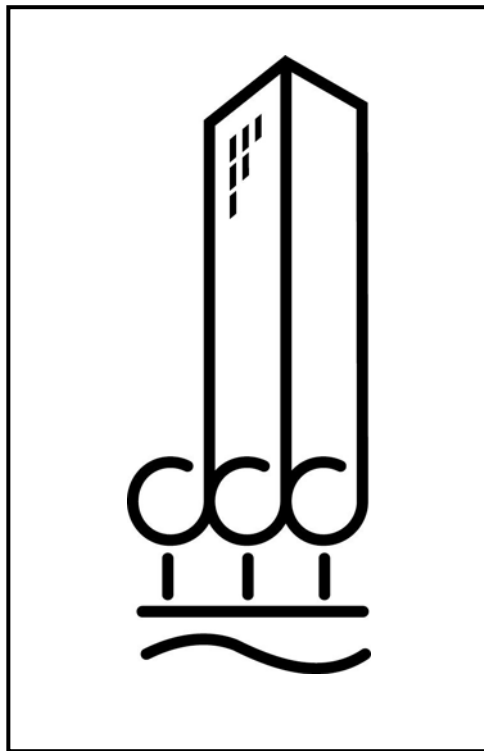


DOWNTOWN DEVELOPMENT DISTRICT  
BANNER PROGRAM  
GUIDELINES



**Downtown Development District**

**201 St. Charles Avenue, Ste. 3912**

**New Orleans, LA 70170 - 3912**

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## **PURPOSE OF THE DDD BANNER PROGRAM**

Street banners have been found to benefit the downtown area by adding color, excitement, creating character and a sense of importance while in the process, conveying information on important upcoming events in New Orleans. Surveys indicate that some 100,000 plus people each weekday come downtown. Major conventions, trade shows and other special events literally add millions to this number. This is a large audience for the DDD to have the opportunity to favorably impress with an attractive well-managed banner program thus increasing the total experience of visitors to downtown and New Orleans.

The Banner Program's emphasis shall be to benefit the downtown area by providing color and texture, while giving information on upcoming events to the worker and visitor alike. The Downtown Development District banner program has been effective for those organizations that have participated. Literal advertising (sponsor names, logos, etc.) shall be secondary to the banner's graphics and color. The emphasis of the banner shall be that of benefit to downtown and to New Orleans not the individual sponsor. The banner program's purpose is not to advertise individual businesses or to sell merchandise, products or services.

In order to gain the maximum effectiveness from the banner program, the promotional and aesthetic benefits must be equally stressed with safety. A primary focus of the banner system is safety and preservation of the light standards to which the banners are attached.

The DDD has invested in and owns hardware, which has been installed on light poles along selected downtown streets. Under an agreement with the City of New Orleans the DDD manages this program.

## **LOCATIONS**

When the banner program was first implemented, three streets were established as banner corridors: Canal Street, Poydras Street, and Convention Center Boulevard. The Arts District, Loyola Avenue and the Medical District corridors have been subsequently established.

## **HOW TO BECOME A BANNER SPONSOR:**

APPLICANTS may be granted approval by the DDD to produce and install banners in some or all designated banner zones on downtown streets. The following steps need to be taken by applicants interested in becoming a banner sponsor:

## 1. APPLICANT MUST:

- A. Complete DDD Banner application and return to DDD at least 90 days prior to the start date being requested for installation.
- B. Include \$250 Non-refundable application Fee.
- C. Upon receiving Preliminary Approval, furnish additional insurance as required by the DDD.

## 2. DDD WILL:

- A. Review the application promptly.
- B. Give Preliminary Approval based on applicant's compliance with the provisions of the guidelines.
- C. Give Final Approval after applicant has furnished DDD with: (a) final acceptable art work of proposed banner; (b) certificate of insurance as specified naming DDD as an additional insured on all contracts (\$1,000,000/1,000,000)

## 3. DDD AND APPLICANT SIGN LETTER OF AGREEMENT

### **BANNER FORMAT AND CONSTRUCTION**

The following outlines the format for the fabric, color, graphic design and construction required.

The FABRIC recommended (1) for duration of 30+ days -- 100% Acrylic Canvass-type awning fabric equivalent to "Sunbrella" awning fabric manufactured by Glen Raven Mills, Inc. (2) for duration of 1-30 days -- heavy-duty nylon and 16 ounce vinyl may be authorized for banners having a duration of less than 30 days and for a one-time use only

The COLORS used on the banners shall be in the primary range (red, yellow, blue) and secondary range (combinations of primary colors) only. No pastels, Mylar or reflective materials shall be used.

GRAPHIC DESIGN should exhibit professional quality, be creative and visually exciting while also being simple and appropriate for large-scale outdoor use. (See Attachment). Banner composition needs to meet the following requirements: (1) at least 75% of the banner square footage for graphic image and no greater than 25% for sponsor credit or acknowledgement. It is the primary intent that the banner publicizes events through artwork, with sponsor names, logos or text being secondary. The DDD logo is mandatory as part of the banner design and shall be a minimum of 5/6" tall for 24"x60" size banners. If the banner is designed with a tail, it should be sewn/designed as a banner (not an attached one) and will be no longer than 12". . (See Attachment)

BANNER CONSTRUCTION is to be three-layer, double-sided with liner, air vents, top and bottom sleeves and corner grommets. All edges must be folded and all seams and

edge folds must be double-stitched with heavy-duty cord. Images must be the same on both sides and must match front to back.

The top and bottom sleeves of the banners are to be two inches wide. Two solid brass grommets are to be located one inch above the bottom sleeve, and one inch below upper sleeve, and two inches from each vertical outer edge of the banner. There are to be four (4) grommets per banner. Nylon tie cords shall be used to secure to the light pole banner brackets. (See Attachment)

## **SPONSOR RESPONSIBILITIES**

Participants in the banner program will be responsible for the following: (1) design and construction of their banners; (2) all costs involved in the installation and removal of their banners; (3) the reinstallation of the DDD banners; (4) using the DDD's banner vendor for the installation and removal of the banners and, (5) providing required insurance coverage.

Participants will also be responsible for any associated liability involved with their banners' installation, removal or presence. The DDD is not responsible for the disappearance of, or damage to, banners from any cause including, but not limited to, wind, weather, theft, vandalism, fire or acts of God. The DDD recommends that participants order 5% more banners than will be installed for use as replacements in the event of damage or disappearance.

## **USAGE FEES:**

Once the banners have been approved, The DDD has set in place the following user fee schedule, payable by the sponsor:

<b>Organization Type:</b>	<b>200 + Pole</b>	<b>100 – 199 Pole</b>	<b>50 – 99 Pole</b>	<b>1 – 50 Pole</b>
Profit	\$9.00/pole	\$10.00/pole	\$11.00/pole	\$12.00/pole
Non – Profit	\$8.00/pole	\$9.00/pole	\$10.00/pole	\$11.00/pole

## **BANNER CONSTRUCTION AND INSTALLATION CONTRACTORS:**

The DDD requires that all banners be constructed, installed and removed by the DDD's Approved Contractors.

Completed banners need to be delivered to the DDD's Approved Installation Contractor 72 hours prior to installation date. If banners are not delivered in this time frame, the DDD cannot guarantee installation in a timely manner.

## **INSURANCE**

The DDD must be named as an additional insured on all contractor/subcontractor insurance with minimum liability limits of \$1,000,000/\$1,000,000.

## **CONFLICTS**

In the event of scheduling conflicts among two or more interested parties, the DDD shall be the sole decision-maker, whose decision is final. The DDD's decision in such cases may be based on a number of factors, including, but not limited to the following:

- Benefit to downtown,
- Benefit to New Orleans,
- Magnitude of area (number of streets requested),
- Earliest filing date of application
- Quality and originality of artwork, and
- Timing of event(s).

## **DURATION**

The maximum period of time for the banner use shall be 40 days including installation and removal.

Should the banner sponsor fail to timely remove the banners, the DDD shall remove the banners and all charges associated with the removal of the banners shall be the liability of the banner sponsor. All legal fees associated with the collection of these charges shall be borne by the banner sponsor.

## **STORAGE**

Once banners are removed by the DDD, the banner sponsor shall have 90 days to retrieve the banners. After 90 days, the banners will become the sole property of the DDD. Certified correspondence will be mailed to the sponsors within 10 days of their forfeiture. A response must be received by close of business on day 90 in order for the sponsor to retrieve their banners.

If sponsors would like for banners to be stored, a \$100 monthly fee will be assessed, payable to the installation contractor.

**\*\*All fees are non - refundable**

BANNER PROGRAM APPLICATION  
DOWNTOWN DEVELOPMENT DISTRICT

NO: \_\_\_\_\_

Name of Event: \_\_\_\_\_

Date of Event From: \_\_\_\_\_ To: \_\_\_\_\_

Describe the nature or purpose of the event being promoted:

\_\_\_\_\_  
\_\_\_\_\_

Sponsoring Organization: \_\_\_\_\_

Address: \_\_\_\_\_

Contact: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Banner Copy/Format/Design: PLEASE ATTACH DRAWINGS

Banner Installation Requested From \_\_\_\_\_ To: \_\_\_\_\_

**\* There two (2) banners per pole.**

Locations Requested:

Canal Street	_____	(Number of Banners)	105 Poles
Poydras Street	_____	(Number of Banners)	131 Poles
Loyola Avenue	_____	(Number of Banners)	78 Poles
Convention Center	_____	(Number of Banners)	8 Poles

Name, Address, Telephone and Fax Number of Company Printing/Manufacturing Banners:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Applications must include the following to be considered **complete**:

1. Scale drawing, photographs, renderings or other descriptive material about the proposed banners, and the fabric to be used.
2. Letter of intent to insurance carrier to obtain \$1,000,000.00 liability insurance policy naming the Downtown Development District, the City of New Orleans and Entergy New Orleans, Inc., as additional named insured.

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

Approved by: \_\_\_\_\_ Date: \_\_\_\_\_

### Approved Contractor List

(1) Design of Banners

(2) Construction (Design Capability) of Banners

Name \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

(3) Installation of Banners

Name \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

