



# Hometown Heroes Banner Program

Policy and Guidelines as proposed September 6, 2022

## ***Program Purpose:***

The Hometown Heroes Banner Program (HHBP) is intended to pay tribute to our veterans and active duty military by recognizing those who are currently serving or who have served in the United States Armed Forces with a photographic HHBP banners meets the Council's strategic goal of improving quality of life for residents by enhancing the character of the downtown area of Gardner.

## ***Policy Purpose:***

This policy provides guidance for the program including but not limited to application and display selection processes; guidelines of banner size and materials; and display timelines. The City will utilize designated, City-owned streetlight poles for the display of HHBP banners meeting program guidelines.

The HHBP should not be construed as an intention by the City of Gardner to designate City light poles for expressive activity and/or to render City light poles into a public forum for expressive activity.

## ***Authority:***

The City Administrator or their designee shall administrate the HHBP and shall have sole authority to approve the installation of banners meeting HHBP requirements. The display of any HHBP banner will be based on:

- The availability of City staff and resources for banner installation and removal; and
- The banners' compliance with all specifications outlines in this policy.

## ***Eligibility:***

In order to be eligible for the HHBP, honorees must meet the following requirements:

- Must be a veteran or active duty member of the military. Service in any branch of the United States Armed Forces is eligible.
  - Applicants must be able to provide verification of the honorees military status,
    - Acceptable forms of verification include a Military ID or a DD-214 form
- Must be a current resident of the City of Gardner, City of Gardner business owner, or Gardner Edgerton USD 231 resident or alumni, or an immediate family member of a City of Gardner resident or business owner, or Gardner Edgerton USD 231 resident or alumni.
  - For the purpose of this policy, immediate family is defined as parent, sibling, spouse, child, grandchild, son-in-law, or daughter-in-law.
  - Applicants must be able to provide verification of residency
    - Acceptable forms of verification include State issued identification, utility bills, or other methods as requested by City Staff.

## ***Prioritization:***

The HHBP is offered on a first-come, first-served basis due to the limited amount of banner display spaces available. If there are more eligible applicants than banner display spaces available, the following order of priority will be utilized:

- First priority to City of Gardner residents or business owners and their immediate family members.
- Second priority to Gardner-Edgerton USD 231 school district residents and alumni and their immediate family members.

***Banner Specifications:***

- All HHBP banners shall be ordered by the City of Gardner following application approval and applicant payment.
  - Banners measure 30-by-60 inches.
  - Banners are full color, and double sided.
    - One side of the banner includes the honoree's name, military branch, and photo (provided by the applicant). If the banner has been sponsored, the sponsor's name will be included as well.
    - The other side of the banner includes the City of Gardner logo and a message thanking honorees for their service.
- All photos must be supplied by the applicant and must feature the honoree in uniform. All photos must meet resolution and other quality requirements of the printing company. These requirements will be clearly outlined on the HHBP banner application.
- All information specific to the honoree that is included on the banner (e.g. military service branch, spelling of the honoree's name, spelling of the sponsor's name, etc.) will be taken directly from the application.

***Banner Installation:***

- Banners shall be installed during the end of May or early June near Memorial Day
- Banners will be installed along Main Street.
  - At the City's discretion, banners may be relocated to other areas of the City of Gardner if operationally necessary.
- Requests for specific locations and/or light poles will not be accepted.

***Banner Display:***

- Once produced and installed, banners become the property of the City until said banners are retired and returned to the applicant.
- The City is not responsible for any banner that are lost and/or damaged for reasons including but not limited to vandalism, extreme weather conditions, and other unforeseen events or circumstances.
  - If a banner is damaged, the City will repair and rehang said banner if and when time and conditions permit.

***Banner Decommissioning:***

Banners will be removed in November each year following Veteran's Day. Applicants will be contacted to pick up the banners once the display period has expired. Any banners that have not been claimed by January 1 will become the property of the City of Gardner and may be disposed of at any time.

***Pricing:***

- Staff will update pricing during the first quarter of each year to reflect current banner pricing, the cost for banner installation and removal, and administrative fees. All pricing information will be included on the HHBP application.