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7-16-07

**RESOLUTION TO ESTABLISH A POLICY FOR  
THE LEASE OF BANNER POLES FOR ADVERTISEMENT BANNERS  
IN DOWNTOWN RAPID CITY**

WHEREAS, the City of Rapid City has available in its downtown area eight poles designed to display decorations and banner advertisements across Main Street and Saint Joseph Street; and

WHEREAS, the Rapid City Common Council deems it in the City's best interest to lease two of the above-described poles for banners displaying advertisements for a public purpose, and to adopt a policy for the lease of such.

NOW THEREFORE, BE IT RESOLVED, that the City of Rapid City hereby adopts the following policy for the lease of two banner poles located in downtown Rapid City on Main Street and Saint Joseph Street between Sixth Street and Seventh Street:

**Policy for the Lease of Banner Poles in Downtown Rapid City**

All parties interested in leasing a banner pole must adhere to this policy and complete the City's application and agreement for the lease of the banner poles.

Priority will first be given to the City of Rapid City and then priority will be on a first come first served basis based on the date the application is received by the City of Rapid City's Park and Recreation Department.

Banner space will not be leased by the City from the first of November to the first of January each year to allow for holiday decorations.

The application, agreement and payment must be received at the Rapid City Parks Department Office at least 14 days prior to the requested display period, but not more than 365 days prior. Checks are to be made out to the City of Rapid City.

Banners must meet the following specifications:

The Banner must be for a public purpose. Banners displaying commercial advertising are prohibited. However, a professionally placed logo of a business or corporation sponsoring an event may be included on a banner.

Banner dimensions shall not exceed 40' x 3' (to comply with A.A.S.H.T.O. specifications).

Banners must be made of a material to allow for air to flow through. Banners are to be constructed of a material to ensure its suitability for attachment to poles and its durability during display.

Successful banners are simple and easy to read. Spacing should be uniform and symmetrical to allow maximum air (wind) movement through the banner.

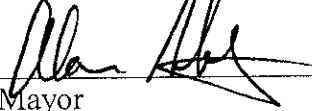
The fee for the lease of a banner is \$375 per week per pole. This fee includes take down and setup. This fee is not applicable to the City of Rapid City.

Display of a banner will be reviewed and approved by the Rapid City Parks Department.

A banner will be displayed for a maximum display period of 1 week (7 days). An additional week may be requested providing no requests have been made for that week.

Dated this 16 day of July, 2007.

CITY OF RAPID CITY

  
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Mayor

ATTEST:

  
\_\_\_\_\_  
Finance Officer

(SEAL)