



## **Banner Program Resource Guide**

330 Jackson St.  
Helena, MT 59601  
406-447-1535

<https://downtownhelena.com/business-improvement-district/>  
<https://www.facebook.com/HelenaBID/>

May 2018  
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Revised 2/24/21

## **Banner Program Overview**

In 2018, the Streetscape Committee gathered to create a banner program which allows for businesses and events to promote their activity. Funds received from the program cover maintenance of poles and installation. Any funds above that cost are pooled into the HBID Façade Improvement Program.

HBID's banner program:

- Identifies the Downtown service area
- Activates the public space
- Adds color and vitality to the Downtown streetscapes
- Publicizes a diverse range of events, activities and attractions that draw people into Downtown Helena

The intent of the banner program is to place banners on available street light poles year round. The poles are available for organizations to promote cultural, entertainment, artistic and sporting events or other special events and area attractions of public interest.

## **Participant Responsibilities**

In an effort to fully utilize the program to promote special events and attractions, HBID encourages others to use the Downtown banner program. As such, applicants must submit a written application each year for the HBID to review.

Under the banner program, HBID is responsible for reviewing banner designs, installing and removing banners, coordinating rotations of banners, and ensuring quality control standards throughout Downtown.

Banner applicants are responsible for requesting banner space, developing a design proposal, producing banners according to the HBID specifications and paying all required costs and fees.

## **Eligibility**

Downtown street banners are a cost-effective way to convey information about special events and activities. HBID has developed a prioritization scheme for banner installation. The banner program is not approved for advertising private events or businesses.

1. Banners produced that promote an image of Downtown Helena or publicize a HBID/DHI event have first priority.
2. Banners promoting public/community events or activities outside of the HBID receive second priority.
3. Citywide special events or activities open to the public receive third priority.

## Banner Construction Specifications

Canvas printed banners typically last 5-7 years while vinyl digitally printed banners last from 1-3 years. Applicants who wish to use the banner program are required to schedule a drop off and pick up of their banners. Banner size is 30X94 inches.

## Banner Design Guidelines

Street banners are different from most graphic designs. They are generally viewed quickly or from a distance. Therefore, the message needs to be conveyed rapidly. A small number of design elements, bright, contrasting colors, and large clear typography are common elements of successful banner designs.

## Reservations and Program Costs

Reservations will be accepted up to one (1) year in advance on a first-come, first-served basis. All applicants must submit a completed application and a deposit of \$100 to secure the reservation. If a DHI member, the deposit is \$50 to secure the reservation. DHI members will also be given higher priority. An additional \$150 will be added as an administrative fee.

The fee for use of city poles and installation is \$25 per pole, which covers installation and removal of new and existing banners. Banners are installed within +/- 7 (working) days of the first of each month so applications are made on a monthly basis. Applicants are responsible for all costs related to the design, production, delivery, and storage of banners. At the aforementioned cost, banners will be displayed for one month at a fee ranging from \$5-\$10 per month/per pole depending on the zone chosen.

All fees must be paid to HBID in full prior to installation.

## To Calculate Total Cost

- **First, choose the zone from the “pole and street zone” box (chart A)**
  - The number in red indicates the fee for installation and removal
- **Second, choose the zone for which your banners will occupy (chart B)**
  - Multiply the zone by the number of months displayed
  - Multiply the cost per month by the total number of poles from selection “chart A”
- **Add Nonrefundable deposit and \$150 administrative fee**

### Do you qualify for a discount?

**Example Calculation:** under Chart A, I want to hang banners on Last Chance Gulch (Zone 1 with 24 poles for \$600). Under Chart B, Last Chance Gulch is Zone 2 for \$10 a month. I want to hang my banners for four months ( $\$10 (A) * 4 = 40 (C)$ ). The total cost for the four months would calculate to \$40 multiple 24 poles ( $C * 24 = \$960$ ). Add installation and removal \$600 (chart A) plus the monthly cost \$960 (chart B) = \$1560

**Chart A**

<b>Pole and Street Zone</b> <i>(Choose the zone(s) you want your banners hung, this cost is for installation and removal only)</i>		
<b><u>Zone 1</u></b> <i>Last Chance Gulch</i>	<b><u>Zone 2</u></b> <i>Fuller Ave.</i>	<b><u>Zone 3</u></b> <i>Park Ave.</i>
24 poles @ \$25 = <b>\$600</b>	20 poles @ \$25 = <b>\$500</b>	27 poles @ \$25 = <b>\$675</b>
<b><u>Zone 4</u></b> <i>Neill Ave.</i>	<b><u>Zone 5</u></b> <i>Cruse Ave.</i>	<b><u>Zone 6</u></b> <i>Broadway</i>
10 poles @ \$25 = <b>\$250</b>	38 poles @ \$25 = <b>\$570</b>	9 poles @ \$25 = <b>\$225</b>
<b><u>Zone 7</u></b> <i>Lawrence St.</i>	<b><u>Zone 8</u></b> <i>Sixth Ave.</i>	<b>Total</b> (add numbers in red)
6 poles @ \$25 = <b>\$150</b>	10 poles @ \$25 = <b>\$250</b>	\$

**Chart B**

<b>Cost to Fly per Month</b> <i>(Choose which zone, multiple the zone \$ value times the number of poles from chart A)</i>										
<b><u>Zone 1 (A)</u></b> <b>\$5</b> <i>Fuller Cruse Sixth Lawrence Broadway</i>	<b><u>Zone 2 (A)</u></b> <b>\$10</b> <i>Last Chance Gulch Park Neil</i>	<b><u>Total</u></b>								
		<table border="1"> <tr> <td>Zone (A)</td> <td>\$</td> </tr> <tr> <td># of month(s) (B)</td> <td></td> </tr> <tr> <td>A * B = C</td> <td>\$</td> </tr> <tr> <td>C * total poles from chart A =</td> <td></td> </tr> </table>	Zone (A)	\$	# of month(s) (B)		A * B = C	\$	C * total poles from chart A =	
Zone (A)	\$									
# of month(s) (B)										
A * B = C	\$									
C * total poles from chart A =										

**Discount**

The Helena Business Improvement has two seasonal banners. The goal is to put those banners up in May and October. Any organization that also chooses to put their banners up or down in either May or October can apply a 12% discount to their total. The 12% discount will work for either month, thus, if you install in May and take down in October (or visa-versa) the total discount is 24%.

**Approval Process**

Applicants must submit the design of banner at least one month prior to reservation date for approval. (Please note, this requirement does not apply to applicants who have utilized the banner program in the past if the banner design has not changed.) Applicants can expect notification within 2 weeks of submittal. Applicants are strongly encouraged not to have banners produced prior to approval.

Please deliver the attached application and deposit to:

Helena Business Improvement District  
Attn: Banner Program  
330 Jackson St.  
Helena, MT 59601



## Application for Banner Display

<b>Applicant Organization</b>													
<b>Contact Person</b>													
<b>Address</b>													
<b>Phone</b>													
<b>Email</b>													
<b>Purpose of Banners</b>													
<b>Zone Requested (chart A - circle)</b>	1 2 3 4 5 6 7 8												
<b>Month(s) Requested (chart B – circle)</b>	<table style="margin: auto; border: none;"> <tr> <td>Jan.</td><td>Feb.</td><td>March</td><td>April</td><td>May</td><td>June</td> </tr> <tr> <td>July</td><td>Aug.</td><td>Sept.</td><td>Oct.</td><td>Nov.</td><td>Dec.</td> </tr> </table>	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
Jan.	Feb.	March	April	May	June								
July	Aug.	Sept.	Oct.	Nov.	Dec.								
<b>Drop off Date</b>													
<b>Pick up Date</b>													

**To Calculate Fee:** reference back pages 3 and 4

Chart A Total	Chart B Total	Deposit and Administrative Fee	Discount – 12% or 24%
		\$150 +	

**Total =** \_\_\_\_\_

All banners designs must be approved by the Helena Business Improvement District Streetscape Committee. All Banners must be dropped off by the indicated drop off date and picked up by the indicated pick up date. Any banners not picked up on the scheduled pick up date will be subject to a \$5 holding fee per day. The installation fee shall be due when banners are dropped off.

I have read and understand the Helena Business Improvement District Banner Resource Guide. Further, I understand that permission is granted for the purpose of allowing private banners to be placed on public poles and that all responsibility for public liability, injury to persons, and/or damage to property is borne by the applicant and not the Helena Business Improvement District.

\_\_\_\_\_  
Authorized Representative Print

\_\_\_\_\_  
Authorized Representative Signature

\_\_\_\_\_  
Date