



City of Lindsay



## Military Banner Program Policy

**PURPOSE:** It is the purpose of this policy to establish regulations under which the City of Lindsay will permit the use of streetlight poles to display Military Banners. The display of the Military Banners will pay homage to our veteran community, contribute to the community's quality of life, while lending a special character to the City. The Military Banner Program is to be used for the benefit of recognizing those who are currently serving or who have served in our United States Armed Forces.

**ELIGIBILITY:** To qualify, the Honoree must be a current or past member of our United States Armed Forces. The Honoree must be a current or past resident within the City of Lindsay area, as defined by the boundaries of the Lindsay Unified School District. Lastly, the Honoree's discharge from military service must be honorable.

**APPLICATIONS:** The City will begin taking applications on May 15, 2022. Completed applications, photos and payment must be received no later than 5:00 pm on June 30, 2022, to allow adequate time for banner production. The banner application may be obtained at the City of Lindsay Finance Department, The Lindsay Department of Public Safety or the Lindsay Chamber of Commerce. Banners will be installed annually to fly during the month of November, signifying Veteran's Day. Should any of your contact information change, the Applicant is responsible for notifying the City of Lindsay.

**PRICING:** Banners cost \$125, which includes design, printing and installation and hardware. Checks are payable to the City of Lindsay, pricing is subject to change. The City of Lindsay is responsible for having the banner produced and installed and the applicant is responsible for its cost. The City will sponsor and waive banner fee for any nomination that is submitted on behalf of local military personnel that were killed in action (KIA).

**PROCESS:** The Military Banner Program Committee, made up of at least one employee of the City of Lindsay, at least one member of the Lindsay Chamber of Commerce and at least one member of the public, will assist in the administration of the City of Lindsay's Military Banner Program by providing recommendations including but not limited to, banner condition assessments/referrals, photo approvals, application guidelines and processing, fee structure, program policy and designated banner-hanging zones. There are a limited number of poles in Lindsay, as such, the City of Lindsay is offering this program on a first-come, first-serve basis. The City of Lindsay shall make the final determination of the banner location. Location requests may be made to be near particular banners (ie: friends/family) installed in the same application period, but specific pole location requests will not be accepted. Once a banner is on a pole, it will not be moved unless determined by the City of Lindsay. Once banners are installed by the City, they will be displayed until the banner starts to show deterioration, or the applicant requests to have it taken down. When the banner loses its integrity, City staff will contact the applicant by phone, email, or by certified mail to arrange for pick up from the City. If an applicant would like to honor their service member again, he/she may purchase another banner at the current banner cost of the program during the next application period. Any banners unclaimed will become property of the City of Lindsay. The City of Lindsay reserves the right not to install a banner if the requirements of this banner program are not met. By submitting an application, the applicant agrees that he/she has permission to use the service member's likeness and name on the banner. By submitting this application, the applicant also agrees to all the regulations set forth within.

**BANNER SPECIFICATIONS:** The banner will feature a full-color, double-sided design with service member's name, military branch, years of service and photo. Photograph requirements: Applicant must provide a military photograph (digital or physical) of the service member, preferably dressed in military uniform or from the time of military service. The City of Lindsay is not responsible for lost or damaged photos. Banner information, including military branch and spelling of service member's name will be taken directly from the application. I have read and agree to the terms set forth herein.

**APPLICANT'S SIGNATURE:** \_\_\_\_\_ **DATE:** \_\_\_\_\_