



**“NOW AND ALWAYS -- A Fine City • A Great Community”**

## **Fremont Banner Program Guidelines**

### **Purpose of the Fremont Banner Program**

The purpose of the Fremont Banner Program is to accomplish the following:

- Aid in the aesthetic and economic development of downtown Fremont
- Provide dynamic, colorful and relatively inexpensive holiday, seasonal and special event displays
- Introduce color and a sense of excitement downtown Fremont
- Unify the appearance of streets throughout downtown
- Assist in the communication about the promotion of cultural and civic events

### **Types of Banners and Location for Banners**

- Holiday banners will be displayed in the holiday season. They will be displayed on the black decorative poles located throughout the City from Stewart to the west end, including the downtown parking areas.
- Seasonal banners (fall, winter, spring and summer) will be displayed throughout the year outside of the holiday season. The banners will be displayed on the large overhead street lights from Stewart to Weaver and on the overhead street lights downtown Fremont on Division Avenue from Sheridan to Dayton.
- Special event banners will be displayed at specific times throughout the year. When they will be displayed will be dependent on what event the banners are promoting. They will be displayed on the decorative light poles in the downtown Fremont public parking lots. Seasonal banners will be displayed at the same time except the seasonal banners will be displayed as outlined above.

### **Banner Sizes and Number of Banners per Light Pole**

Holiday banners: 18" x 30"

To promote the holiday season, two banners will be placed on each decorative street light pole during the holiday season.

Seasonal banners: 2' x 6'

To celebrate our seasons, one banner will be placed on each overhead street light pole (on the street side) located in downtown Fremont on Main Street from Stewart to Weaver and on Division Avenue between Sheridan and Dayton in accordance with the calendar established in these Banner Program Guidelines.

Special Event banners: 18" x 30"

To promote special events, two banners will be placed on each decorative street light pole located in the downtown parking lots close to the time the event is to take place.

## **Care of the Banners**

The City's Department of Public Works will be responsible for caring for the banners throughout the year. The banners are not to be folded. This will preserve the life of the banner.

## **Banner Placement Calendar**

The City's Department of Public Works will be responsible for installing the banners and changing them out throughout the year in accordance with the following calendar:

<b>Banner Placement Calendar</b>	
<b>Month</b>	<b>Type of Banner</b>
January	Winter Seasonal Banners
February	Winter Seasonal Banners
March	Winter Seasonal Banner
April	Spring Seasonal Banners
May	Spring Seasonal Banners
June	Summer Seasonal Banners
July	Summer Seasonal Banners
August	Summer Seasonal Banners
September	Fall Seasonal Banners
October	Fall Seasonal Banners
November	Holiday Banners
December	Holiday Banners

Note: Special Event banners can be up at the same time as the seasonal banners; the special event banners will be located on decorative light poles in the downtown parking lots whereas the seasonal banners will be located on overhead street lights on Main Street from Stewart to Weaver and on Division Avenue from Sheridan to Dayton.

## **Goal of Banner Program**

The display of banners in Fremont will assist the City with achieving its goal of visually improving the appearance of its downtown.

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