

## **2022 KINGS BEACH STREETLIGHT BANNER PROGRAM DESCRIPTION**

The North Tahoe Business Association (NTBA) has established a program to hang banners on streetlight pole banner arms in the Kings Beach Commercial Core public right of way along California State Highway 28 between the intersection at Highway 267 and Chipmunk Street.

### **Purpose & Objective:**

The purpose of the Kings Beach Banner Program is to create a sense of community/place by promoting local activities and events. The Banner Program will also provide aesthetic value to the Kings Beach streetscape.

### **Overview:**

NTBA is the program administrator and reviews and grants permission for banner installation on streetlight pole banner arms throughout Kings Beach. The streetlights and banner poles are owned by Placer County, who has issued an encroachment permit to NTBA. The design, manufacture and cost of banners and banner installation are the responsibility of the banner applicant, according to the specifications below.

### **Guidelines:**

There are a total of 38 street lights outfitted with banner arms distributed through Kings Beach on Highway 28.

1. Number of banners per applicant is a minimum of 6 banners per event/program and must be in even increments not to exceed 10 banners.
2. Banner placement locations are at the sole discretion of the NTBA and/or its installation vendor/designee.
3. Banners will be installed and removed every 3 weeks on a predetermined schedule.

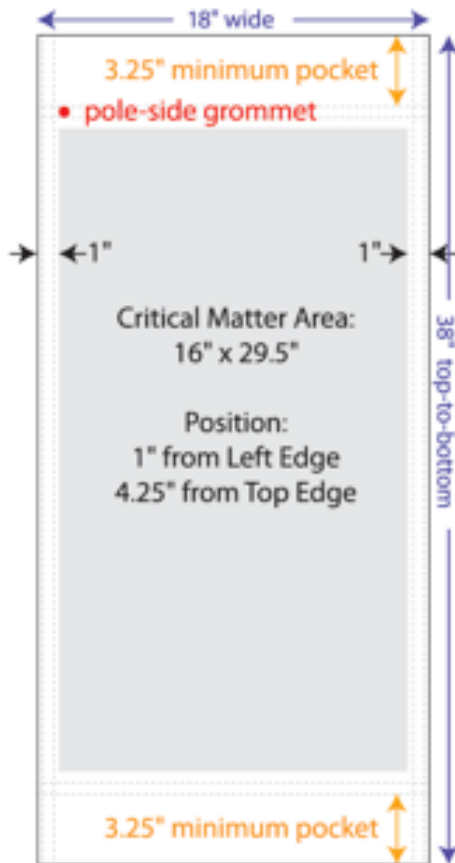
### **Process:**

1. A banner application must be completed by applicant for each event/program and submitted to NTBA, PO Box 1023, Kings Beach, CA 96143 or emailed to [info@northtahoebusiness.org](mailto:info@northtahoebusiness.org) no less than ninety (90) days and no more than one year prior to requested installation start date. **All applications must be accompanied by:**
  - a. A two hundred dollar (\$200) processing fee (see fees below)
  - b. Banner artwork including completed or rough graphic design (submitted as a PDF file) text and color scheme. Applications without payment or banner design content information will not be considered and the application will be returned for resubmission.
  - c. By completing and submitting the banner application(s), applicant agrees to pay total fees including installation fees thirty (30) business days prior to approved installation start date if application is approved.
2. NTBA will process banner applications on a first come, first-served basis and applications will be approved based on compliance with the program design and content

- specifications, and availability of streetlights with banner arms. Applications received less than ninety (90) days prior to the requested installation start date may be denied. Membership may be required if promoting events outside of NTBA's District.
3. NTBA will provide notice of approved/denied banner application in a letter sent via email no less than sixty (60) days prior to the requested installation start date.
  4. If multiple banner application requests are received at the same time for the same or overlapping display dates, NTBA will determine final approval based on the following criteria using the same order as below.
    - a. Preference will be given to events sponsored by Transient Occupancy Tax (TOT) Funds generated in Placer County
    - b. Preference will be given to NTBA produced or co-produced events and programs
    - c. Preference will be given to NTBA Members' events and programs
    - d. Preference will be given to events and programs that occur in Kings Beach or benefit Kings Beach wholly or in part
  5. A Banner Application Approval Letter will be sent to approved applications with invoice and installation start/end dates will be sent to applicant.
    - a. Approved applicants shall print, sign and return the letter to NTBA (PO Box 1023, Kings Beach CA 96143) no less than thirty (30) business days prior to the installation start date.
    - b. By signing and returning letter, applicant agrees that banners will conform to the required specification (below) and agrees to pay the full fee regardless of any mistakes on the supplied banners and/or late delivery of banners.
  6. Applicant must submit final camera-ready banner artwork to [info@northtahoebusiness.org](mailto:info@northtahoebusiness.org) no less than fourteen (14) business days prior to approved installation start date.
  7. Applicant must remit installation payment to NTBA no less than five (5) business days prior to the approved installation start date.
  8. Applicant must drop off finished banners to NTBA Office located at 8401 North Lake Blvd. #203 five (5) business days prior to approved installation start date. Normal NTBA Office hours are Monday-Friday 9am-5pm however it is recommended to call NTBA staff beforehand at (530) 546-9000.

### **Banner Specifications**

- Finished banner size is 18 inches wide by 38 inches tall; see diagram on page 3.
- Banners will be a minimum 16 ounce vinyl material (or equivalent) and fade resistant.
- Banners are two-sided and printed with identical graphics on both sides.
- Banners are to be double stitched.
- Banners are to include one pole-side grommet; see diagram on page 3.



### Design & Content Specifications:

1. Banner art shall convey a concise and clear message and positively contribute to the visual quality of the Kings Beach Commercial Core. The Kings Beach Streetlight Banner Program is not intended to create a public forum and is reserved solely for purpose and objective of the program stated above. The decision to accept or reject an application is in the sole discretion of NTBA.
2. Banner information shall include event or organization logo and/or representative graphics and text. Less is more!
3. Banner text recommended be a minimum height of 6" inches.
4. Background graphics can bleed however, it is recommended that critical content such as text should be within 16" wide and 29.5" height and positioned 1" from side edges and 4.25" from top and bottom edges to keep the content away from banner pockets and stitching.
5. Banner shall not give the appearance or impression that any commercial product or service is being endorsed.
  - a. No phone numbers or websites are permitted.
  - b. No alcohol, tobacco or drug content is allowed.
  - c. No political, religious, profanity or derogatory content is allowed.
  - d. No more than 15% of the banner surface area may be utilized for the logo(s) of any business, organization or entity sponsoring the event or program promoted

on the banner.

6. Banners shall not display the word "stop," "drive," "danger," or any other word, phrase, symbol, or character likely to interfere with or mislead pedestrian or vehicular traffic.
7. Banner condition standards consists of no visible rips or tears, no loose pieces or stretched/sagging material, no excess fading (colors should not be noticeably different than original colors). If for any reason a banner does not meet these conditions it will be removed and the banner applicant will not be entitled to a refund of any portion of their application or installation/removal fees.
8. The design, manufacture and cost of producing the banners are the responsibility of the applicant.
  - a. It is encouraged that banners are sourced locally. Two local vendors for consideration are: PrintArt/Sierra Mail or Reno Tahoe Promotions.

### **Installation and Removal:**

1. Applicant must drop off finished banners to NTBA Office located at 8401 North Lake Blvd. #203 five (5) business days prior to approved installation start date. Normal NTBA Office hours are Monday-Friday 9am-5pm however it is recommended to call NTBA staff beforehand at (530) 546-9000.
2. Banners will be installed and removed by NTBA contractor/designee based upon a previously agreed 3-week schedule.
3. NTBA's contractor/designee will install and remove banners.
  - a. For safety reasons installation or removal schedule may be affected by inclement weather conditions or high traffic patterns.
4. After removal, Applicant is required to pick up their banners at the NTBA office within 10 business days. NTBA does not have the ability to store banners for any extended time. Banners left at the NTBA office beyond the 10 day period may be disposed of at NTBA's discretion.
5. NTBA and its contractor /designee are not responsible for the security of installed banners, and will not be responsible for damaged, lost, missing or stolen banners.

**2022 Installation Schedule:**

Schedule # 3-Week Schedule Start Date and End Date (Wednesday – Wednesday)

<b>17 (2021)</b>	Dec 8 – Dec 29, 2021
<b>1</b>	Dec 29, 2021 – Jan 19, 2022
<b>2</b>	Jan 19 – Feb 9, 2022
<b>3</b>	Feb 9 – Mar 2, 2022
<b>4</b>	Mar 2 – Mar 23, 2022
<b>5</b>	Mar 23 – Apr 13, 2022
<b>6</b>	Apr 13 – May 4, 2022
<b>7</b>	May 4 – May 25, 2022
<b>8</b>	May 25 – Jun 15, 2022
<b>9</b>	Jun 15 – Jul 6, 2022
<b>10</b>	Jul 6 – Jul 27, 2022
<b>11</b>	July 27 – Aug 17, 2022
<b>12</b>	Aug 17 – Sep 7, 2022
<b>13</b>	Sep 7 – Sep 28, 2022
<b>14</b>	Sep 28 – Oct 19, 2022
<b>15</b>	Oct 19 – Nov 9, 2022
<b>16</b>	Nov 9 – Nov 30, 2022
<b>17</b>	Nov 30 – Dec 21, 2022

Note: Banners are installed/removed early in the morning on the schedule start/end date.

\*Should applicant desire displaying banners for two or more 3-week periods during non-summer months (October through April), please contact NTBA staff and the request will be handled on a case by case basis.

**Fees:**

1. A two hundred dollar (\$200.00) administrative fee must accompany each Application
  - a. \$50.00 of administrative fee is non-refundable
  - b. If application is denied, \$150 of administrative fee will be reimbursed to Applicant.
2. \$45 per banner installation fee for first 3 week schedule, with subsequent schedules at \$10 per banner. Payable to NTBA upon application approval and no less than five (5) business days prior to installation start date otherwise installation will be delayed or will not take place at NTBA's discretion.
  - a. NTBA Members in good standing receive \$10.00 off per banner installation fee (\$35 per banner)

**Banner Program Administer Contact Info:**

North Tahoe Business Association (NTBA)  
Mailing: PO Box 1023, Kings Beach, CA 96143  
Physical: 8401 North Lake Blvd. #203, Kings Beach, CA 96143  
info@northtahoebusiness.org  
530-546-9000