



To: Richmond City Council
From: Councillor Linda Barnes, Chair
Parks, Recreation and Cultural Services
Committee
Re: **Street Banner Sponsorship**
Date: April 30, 2008
File: 11-7200-00/Vol 01

The Parks, Recreation and Cultural Services Committee, at its meeting held on April 29, 2008, considered the attached report, and recommends as follows:

Committee Recommendation

That:

- (1) *Policy 7703 STREET BANNERS – SPONSORSHIP be rescinded; and*
- (2) *Policy 7707 STREET BANNERS – SPONSORSHIP as outlined in the report dated April 15, 2008 from the Director Parks and Public Works Operations be adopted with an amendment to the application process to provide Council with information on the Street Banner applications rather than seek Council approval of the applications.*

Councillor Linda Barnes, Chair
Parks, Recreation and Cultural Services Committee

Attach.

VARIANCE

Please note that staff recommended the following:

That:

- (1) *Policy 7703 STREET BANNERS – SPONSORSHIP be rescinded; and*
- (2) *Policy 7707 STREET BANNERS – SPONSORSHIP as outlined in the report dated April 15, 2008 from the Director Parks and Public Works Operations be adopted.*

Staff Report

Origin

At the October 2, 2007 meeting of the Parks, Recreation, and Cultural Services Committee, the following referral was received by staff:

“That staff report back, providing an overview of the current policy regarding the street banner sponsorship program, and outlining options for revising the policy to differentiate between procedures to be used for sponsorship of non-profit organizations and for sponsorship of business / corporate promotion.”

This report is in response to this referral and outlines recommendations for modifications to the existing Street Banner Sponsorship Policy to enable a broader range of street banner sponsorship.

Analysis

City of Richmond Street Banner Program

The City of Richmond's Street Banner Program involves 696 banners installed on 348 street light poles (Attachment 1). These banners are located in the City's downtown core, along selected gateways, and in Steveston.

With the completion of the Canada Line in 2009, the street banner inventory is expected to rise to 928 banners installed on 464 poles, making Richmond's street banner program the second largest in British Columbia.

Annual Street Banner Contest

As part of the City's Partners For Beautification initiative, the Parks Division facilitates an annual Street Banner Contest which determine each year's banner designs. This contest is open to all Richmond residents and engages community members in civic beautification through art.

In past years this contest has featured a call for coloured drawings reflecting a theme based on Richmond's heritage, current events, or vision for future development. Over the past three years, this contest has taken a new direction with photographic images as the medium for engaging the community (Attachment 2).

Existing Banner Sponsorship Policy

Policy 7703 is the existing Street Banner Sponsorship Policy (Attachment 3). This policy outlines the process by which sponsors may apply to the City for the sponsorship of street banners in locations both inside and outside of the City Centre.

Non-profit organisations or businesses interested in installing street banners on City street lighting fixtures must apply to the City by way of a letter outlining the banner locations and the length of time they are to remain installed. A copy of the banner design must also be included

with this letter. Staff then forward this proposal to Council by way of a report and a recommendation is made to either approve, modify, or deny the request.

Recent examples of successful banner sponsorship applications include:

- 2007 Richmond Hospital Foundation Banners
- 2007 Richgate Heritage Banners
- 2005 ICBC Traffic Safety Banners
- 2005 100 Years of Rotary Banners
- 2004 Anniversary of Gateway Theatre Banners
- 2004 Disability Resource Centre Banners
- 2004 World Junior Badminton Championships Banners
- 2003 Fairchild Developments Banners
- 2003 Steveston Judo Club 50th Anniversary Banners
- 2002 Onni Group of Companies Banners

Policy 7703 does not make a distinction between applications made by non-profit organisations or businesses. The process is identical, and in matters of conflict no priority is established other than the City will review the applications on a first-come, first served basis. A priority structure is important as a measure of security for the winning entries of the Street Banner Contest and for banners sponsored by non-profit groups.

Policy 7703 also provides limitations on street banner design inside the City Centre and outside the City Centre. For sponsorship applications made for banner poles inside the City Centre area, only winning entries from the Street Banner Contest may be used. This is a barrier for non-profit groups such as the Richmond Hospital Foundation or Volunteer Richmond Information Services that wish to install street banners representing their organisation and featuring a unique design of their own.

There is a need for the existing street banner sponsorship policy to be updated to provide a more appropriate method of accommodating sponsorship requests and to further promote opportunities for involvement in the City of Richmond's Street Banner Program by non-profit societies, special event organisers, and businesses.

Proposed Policy 7707(Attachment 4)

Staff recommend the rescindment of Policy 7703 and the adoption of proposed Policy 7707 as a replacement. This proposed policy outlines the process for application and articulates a defined criteria for banner sponsorship. This criteria includes reference to design, location, duration, recognition, and cost.

This proposed policy outlines 4 categories for street banner sponsorship:

1. Non-Profit Sponsorship
2. Event Sponsorship
3. Corporate Sponsorship
4. Other

It also identifies the following priority order for the City of Richmond’s Street Banner Program:

1. Winning Entries from the annual City of Richmond Street Banner Contest
2. Non-profit sponsorship
3. Event sponsorship
4. Corporate sponsorship

In line with other programs in Canada, this proposed policy introduces a fee to be charged to corporately sponsored banners that include company logos and/or slogans. Corporately sponsored banners with commercial content will be subject to a monthly pole rental fee of \$20 per street light pole. This will not be applicable to non-profit organisations and event organisers. All applicants, however, will be responsible for costs associated with banner production, installation, and removal.

Finally, Policy 7707 proposes a period of time around and during the 2010 Olympics when no applications for sponsored banners will be approved as the “Look of the Games” will take priority in the City.

A summary of the banner sponsorship priorities and associated costs are identified in Table 1:

Table 1: Banner Sponsorship Priority

Category	Description	Priority	Banner production, installation and removal	Pole Rental Fee
City of Richmond Street Banner Contest	Annual winners at pre-determined locations around the City	1	Parks Annual Operating Budget	N/A
Non-Profit Sponsorship	By application by registered non-profit societies	2	Responsibility of the organization	N/A
Event Sponsorship	By application by REACT approved event organizers	3	Responsibility of the event organizers	N/A
Corporate Sponsorship	By application by a licensed Richmond business or a business improvement association	4	Responsibility of the corporation or business improvement association	\$20 per month per pole

The adoption of proposed Policy 7707 will better enable non-profit societies, events, and corporations to become involved in the City's Street Banner Program as it more clearly defines the criteria and conditions of sponsorship. Staff will inform community partners and past banner sponsors of the new policy and clearly identify the timelines required for Council approval.

Financial Impact

The financial impact will be dependant on the number of corporate banner sponsorship applications received and approved. The revenue generated from the implementation of a monthly pole rental fee will be attributed to the Parks Design and Programs budget and will support the growth of City of Richmond Street Banner Program.

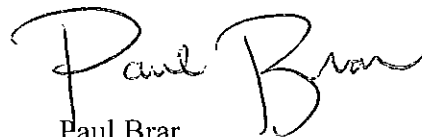
Conclusion

The City of Richmond's Street Banner Program is one of the largest in British Columbia and is valued by Richmond residents for its commitment to community involvement through the annual Street Banner Contest. As Richmond continues to grow demographically and economically, there has been increased demands placed on the program by non-profit societies, special event organisers, and businesses to use the Street Banner Program as a vehicle for promotion.

Proposed Policy 7707 provides a framework for differentiating among applications made by non-profit societies, event organisers, and businesses which clearly defines the conditions and procedures for sponsorship.

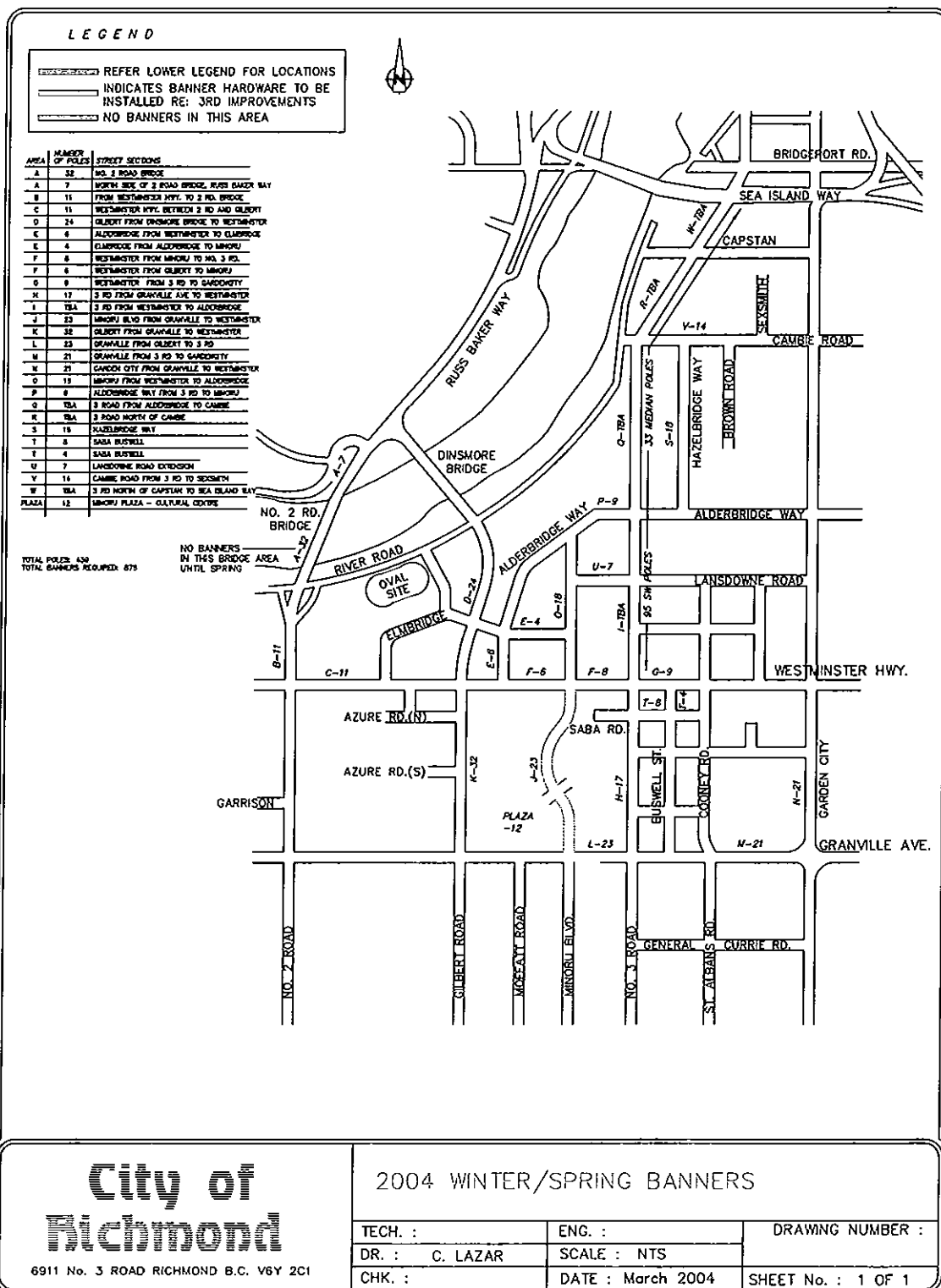


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fOCUS Richmond in

2008 Street Banner Contest Call for Entries

The City of Richmond's 2008 Street Banner Contest theme is **Richmond In Focus**.

Winning banners will be on display between March 2008 and March 2009.

All entries must be original, unmanipulated photographs in either digital or printed format and must portray places, activities and experiences that make Richmond unique.

Examples may include scenes of:

Cultural Diversity ◦ *Gardens & Landscapes*
Healthy Living & Wellness ◦ *Nature/Environment*
Outdoor Recreation & Play
Great Places & Spaces ◦ *Sustainable Communities*

For complete rules and submission guidelines, please visit www.richmond.ca/banners

CD/DVD contest entries can be mailed to:

2008 Street Banner Contest
City of Richmond Parks Division
5599 Lynas Lane, Richmond, BC V7C 5B2

Entries may also be emailed to:
bannercontest@richmond.ca

Submission deadline is
October 15, 2007



TO BE RESCINDED

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Adopted by Council: June 22/98

POLICY 7703

File Ref: 6360-00

STREET BANNERS - SPONSORSHIP

POLICY 7703:

It is Council policy that the following shall be considered the City's policy on sponsorship of Street Banners, and such policy shall be reviewed on an annual basis:

1. ***Who May Apply***

Any interested party may apply to sponsor street banners although the City reserves the right to refuse any application.

2. ***Selection & Review***

Applicants will apply to the City with their proposals indicating which banners and the number of banners they wish to sponsor, including banner designs if applicable. Staff will review submissions and forward appropriate applications to Council for approval. In the event there are conflicting applications for sponsoring street banners, staff recommend that the City review the applications on a first-come, first-served basis and reserve the right to refuse any application. The City will also reserve the right to limit the number of banners one applicant can sponsor at one time, and reserve the right to limit the length of time a promotional banner can be displayed. Each successful application should be reviewed at the end of the previously-agreed-upon sponsorship period.

3. ***Type of Sponsor Recognition***

In exchange for sponsorship money, sponsors will have their name printed on community banners, or on a sponsorship flag affixed at the bottom of community banners.

4. ***Banner Location*****City Centre**

Applicants may request specific locations for the placement of their sponsored banners. The winning street banners from the annual Richmond Street Banner Contest will be used for all areas within City Centre. The number and location of community banners which will have sponsors' names imprinted on them, or sponsorship flags, will be determined when applications are reviewed by staff.



Outside City Centre

For banner displays in other areas outside City Centre, consideration will be based in part on:

- (a) how banners will contribute to and enhance the distinct character of the area;
- (b) whether display of the banners is consistent throughout the area; and,
- (c) the geographic coverage proposed by the applicant being satisfactory to the City.

5. *Design*

City Centre Banners

For the community banners submitted through the Richmond Street Banner Contest, the sponsors' name would appear on the banner in a type face, size, and location consistent with standards established by the City.

Banners Outside City Centre

Richmond Street Banner Contest winners will not be used for areas outside the City Centre. Banners from previous years, non-award-winning banner designs from the Contest or banners of a different design altogether may be used outside the City Centre. Designs would be approved by Council.

6. *Cost to Sponsor*

Interested sponsors would be responsible for the cost of manufacturing, installing, and removing banners, and providing hardware--if not already in place--and removing and replacing hardware and banners which are damaged.

(Community Services Division)



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Adopted by Council:

POLICY 7707

File Ref:

STREET BANNERS - SPONSORSHIP

POLICY 7707:

It is Council policy that the following shall be considered the City's policy on sponsorship of Street Banners, and such policy shall be reviewed on an annual basis:

1. *Who May Apply*

Any interested party may apply to sponsor street banners although the City reserves the right to refuse any application.

Application for street banner sponsorship must fall into one of four categories:

1. Sponsorship by Corporations (Corporate Sponsorship)
2. Sponsorship by Non-Profit Organizations (Non-Profit Sponsorship)
3. Sponsorship by Special Event Organizers (Event Sponsorship)
4. Other

Non-profit organizations must be registered as not-for-profit societies in British Columbia. Sponsorship by corporations may include an application made by a licensed Richmond business or a business improvement association (B.I.A.). Sponsorship by special event organizers may be by any event organizer of an event approved by the City's REACT (Richmond Events Approval Coordination Team) Committee. Other applications will be considered on an individual basis.

2. *Application Process*

For all sponsorship categories, applicants must apply to the City with their proposal indicating the locations of the banners they wish to install. This proposal is to include banner designs. Staff will review submissions and approve based on consistency with this street banner policy. Council will receive an annual update on street banner sponsorship applications.

In the event that there are conflicting applications for street banner sponsorship, the City will review the application on a first-come, first-served basis notwithstanding the following:

- The winning entries from the annual City of Richmond Street Banner Contest will have priority over all sponsorship applications
- Sponsorship applications from non-profit organizations will have priority over applications from events and corporations
- Sponsorship applications from events will have priority over applications from corporations

3. *Sponsored Banner Restrictions*

The City reserves the right to limit the number of banners an applicant may sponsor at one time and the length of time a promotional banner can be displayed.



There will be no sponsored banners by any organization, other than the, "Look of the Games," as authorized by the City of Richmond, permitted in the period Dec. 1 2009 through March 31 2010 in the City.

The City reserves the right to restrict any other periods of the year to sponsored banners.

3. Sponsor Recognition

Any corporate recognition or commercial content on any banner will not exceed 20% of the total area of the banner. This may be located on the banner itself or on a separate sponsorship flag affixed to the bottom of the street banner.

4. Banner Location

For banner displays outside of the locations in use by the existing City of Richmond Street Banner Program, consideration will be based on:

- (a) how banners will contribute to and enhance the distinct character of the area
- (b) the structural integrity of the street lighting fixtures in the proposed locations

Corporate sponsorship of street banners will be limited to the immediate proximity of the sponsoring business or business improvement association (B.I.A.).

Non-profit sponsorship of street banners will be limited to the immediate proximity of the not-for-profit society's business office.

Event sponsorship of street banners will be limited to the immediate proximity of the event and will be installed for a period of time agreed upon by the City.

5. Design

The production of street banners must conform to the standards established by the City in regards to colour, content, material, and dimensions. The banner content must be secular, non-partisan, and non-political.

6. Cost to Sponsor

Sponsors are responsible for all costs associated with the manufacturing, installation, and removal of banners, including hardware costs if it is not already in place.

Installation of street banners on City street lighting fixtures may only be performed by City staff. The sponsor is required to provide the City with the total number of banners approved for installation as well as a 10% contingency for replacement due to damage or loss due to winds. The City is not responsible for lost or damaged street banners.

Corporately sponsored banners that contain commercial content and/or logos or slogans will be charged a monthly rental fee of \$20 per banner pole.



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Adopted by Council:

POLICY 7707

File Ref:

STREET BANNERS - SPONSORSHIP

Payment for installation and removal must be received 14 days prior to installation.

(Parks Division)