



POLICY 18.0 Downtown Moncton Centre-ville Inc. Banner Policy

Downtown Moncton Centre-ville Inc. (DMCI) is dedicated to maintaining high standards of aesthetic appeal within the limits of its Business Improvement Area (BIA). Therefore, the following policy statement has been prepared to affirm our commitment to maintaining the visual appeal of our core with respect to usage of our banner poles.

To best serve the membership, the following policy has been established.

18.1 Availability

DMCI will make available to its partners* every third lamp post only on Main Street, depending on the time of year (See 18.3 Seasonal Specifications)

- * Partners include non-profit organizations holding festivals, conferences and special events with the majority of their programming in our core and/or that stands to affect our downtown.

18.1.1 Deadline for Requests

Requests for use of banner poles must be submitted to DMCI in writing via e-mail at rleblanc@downtownmoncton.com sixty **(60)** days prior to the event date in question. The request can also be sent by fax at 857-2908 or by mail at:

Downtown Moncton Centre-ville Inc.
770, rue Main Street, Suite 802
Moncton, NB
E1C 1E7

18.1.2 Banner Tenure

Banners must be put up at least two weeks (14 days) prior to event and tenure must not exceed four weeks (30 days) before the date of the event.

18.2 Location

In all, DMCI has approximately 153 poles for seasonal décor on Main Street. A maximum of 50 banners are available to partners during the Summer Season.

For St. George Street, banners are available to partners during the Summer Season at DMCI's discretion due to installation procedure. Please see 18.1.1 for requests or questions.

18.3 Seasonal Specifications

DMCI has established that Summer Season and Winter Season will have separate specific guidelines due to a variety of factors.

18.3.1 Summer Season

Summer Season, which runs from May 1st to Oct. 31st, allows for a minimum 30 banners and a maximum amount of 50 banners, solely on Main Street. For St. George Street, banners are available to partners during the Summer Season at DMCI's discretion due to installation procedure.

18.3.2. Winter Season

Winter Season, which runs from January 7th to April 30th, allow for a minimum 30 banners and a maximum amount of 153 banners, solely on Main Street. For St. George Street, banners are available to partners during the Winter Season at DMCI's discretion due to installation procedure.

18.3.3 Christmas Display

Please note that the period from November 1st to January 6th is reserved for DMCI's Christmas Display, and therefore no partner banners will be put up during the period ranging from November 1st to January 6th.

18.4 Banner Dimensions & Production Material

Double-sided banners should be designed according to the following dimensions: 22 x 33 inches (This allows for a 6 ½ inch hem for the bracket for top & bottom).

Production material has to conform with existing banner material used by DMCI.

18.5 Language, Content, Colors & Imagery

In accordance with New Brunswick's Official Languages Act, the banners have to be bilingual. Content, colors and imagery are all subject to DMCI approval prior to production & installation.

18.6 Installation & Removal of Banners

The installation & removal of banners is to be done by DMCI only. This ensures that banners are installed appropriately. The upkeep of poles and fixtures are also the sole responsibility of DMCI.

In the opinion of DMCI, such usage constitutes a service for our members. Members who do not follow these guidelines will no longer benefit from this service. DMCI reserves the right to overrule change or modify any of the above items without prior notice for the betterment of Downtown Moncton.

18.7 Request for Information

Any questions regarding this policy should be sent to the Executive Director via e-mail at prichard@downtownmoncton.com by telephone at (506) 857-4077 or by fax at (506) 857-2908.

This statement was revised in January of 2014. DMCI will from time to time review and revise its practices, including this policy. In the event of any amendment, a notice will be posted on www.downtownmoncton.com. Policy changes will apply to the information collected from the date of posting to the DMCI web site as well as to existing information held by DMCI.