



802-770 Main Street
Moncton, NB
E1C 1E7

POLICY 18.0 Downtown Moncton Centre-ville Inc. Banner Policy

Policy Mandate:

Downtown Moncton Centre-ville Inc. (herein “DMCI”) is committed to upholding high standards of aesthetic appeal and visual cohesion within the Business Improvement Area (BIA). In line with this commitment, DMCI has developed this policy to guide the use of banner poles in the downtown core, ensuring that any installations contribute positively to the area’s overall aesthetic while also supporting the vibrancy and economic growth of the community.

This banner policy is specifically designed to promote events, activities, or initiatives that significantly contribute to attracting visitors, stimulating attendance, or fostering development in the downtown core. DMCI recognizes the importance of strategic promotion to drive both short-term engagement and long-term growth in the area.

Special consideration will be given to off-season or shoulder-season events and promotions, which are crucial to maintaining a steady flow of visitors and business activity during slower periods of the year. DMCI aims to support initiatives that help sustain the vitality of downtown Moncton year-round, especially those that provide unique and compelling reasons for people to visit during these key times.

By implementing this policy, DMCI seeks to strike a balance between maintaining the visual integrity of the downtown core and providing valuable opportunities to promote significant, community-driven events that enhance the area's appeal, foster economic development, and ensure its continued success.



Definitions:

“**PARTNERS**” shall herein be defined as non-profit organizations that host DMCI-supported festivals, or special events, with the majority of their programming taking place within the downtown core. Additionally, special consideration will be given to large-scale, multi-day events that are expected to generate above-average attendance and have a substantial positive effect on the downtown core, even if the organizing entity is not a non-profit organization.

“**SUMMER SEASON**” shall herein be defined as May 1st to October 31st and shall allow for a minimum of 30 banners and a maximum amount of 50 banners, solely on Main Street.

“**WINTER SEASON**” shall herein be defined as January 7th to April 30th and allows for a minimum 30 banners and a maximum amount of 164 banners, solely on Main Street.

18.1 Eligibility

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)

All decisions regarding eligibility and the selection of events for banner promotion will be made solely at the discretion of Downtown Moncton Centre-ville Inc. (DMCI), based on the alignment of the event with the overall goals and values of the downtown community.

18.2 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

18.3 Banner Tenure

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





18.4 Locations & Availability

- DMCI has approximately 164 poles on Main Street. A maximum of 50 banners are available to PARTNERS.
- DMCI has approximately 52 poles on St. George Street. Banners are available to PARTNERS at DMCI's discretion due to installation procedure.
- DMCI has banners available to PARTNERS throughout the downtown core. Please contact us for more details on banner availability.

18.5 Seasonal Specifications

DMCI has established that SUMMER SEASON and WINTER SEASON will have separate specific guidelines due to a variety of factors, such as, but not limited to, seasonal décor, existing banner requirements, etc. For St. George Street, banners are available to PARTNERS during each season at DMCI's discretion due to installation processes.

Please note that no PARTNERS banners will be displayed during the period ranging from November 1st to January 6th as the poles are reserved for DMCI's holiday display.

18.6 Banner Dimensions & Production Material

Banners are to be double-sided and should be designed according to the following dimensions: 22 x 36 inches (allowing for a 3-inch hem for the bracket for the top and bottom).

For St. George Street banners, they are to be double-sided and should be designed according to the following dimensions: 18 x 48 inches (allowing for a 3-inch hem for the bracket for the top and bottom).

Please note that the sleeves for all banners should be open-ended and production material must conform with existing banner material used by DMCI.

18.7 Language, Content, Colors & Imagery

In accordance with New Brunswick's Official Languages Act, the banners must be bilingual. Content, colors and imagery are all subject to DMCI approval prior to production & installation. Banners must not contain any hate speech, political or religious content or affiliation, or any material that is discriminatory in nature. DMCI seeks to create a welcoming and inclusive environment throughout our downtown.





18.8 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.

18.9 Fees

The fees for the banner policy are as follows: The installation and removal of banners is priced at \$75 per banner. This fee includes a 14-day placement period. After the initial 14 days, banners will incur a charge of \$10 per banner for each additional 14-day period they remain in place. Please note that the cost for banner design, creation, and stitching is the sole responsibility of the member/organization requesting the installation. All fees are due prior to the installation of the banners.

18.10 Damages

Damage to banners may occur for a variety of reasons, such as, but not limited to, inclement weather, theft or attempted theft, snow removal, etc. DMCI shall not be held liable for any damages to banners.

18.11 Request for Information

Any questions regarding this policy should be sent to the Executive Director via e-mail at:

Patrick Richard

Email: prichard@downtownmoncton.com

Phone: (506) 857-2991

18.12 Compliance

The use of this service is a valuable benefit offered to our members/stakeholders. Failure to adhere to the guidelines contained herein may result in the loss of access to this service. DMCI reserves the right to modify, amend, or revoke any of these provisions at its discretion, without prior notice, in order to best serve the interests and continued growth of Downtown Moncton.

18.13 Revisions

This policy was revised in December of 2024. DMCI periodically revises policies and practices. In the event of any amendment, a notice will be posted on www.downtownmoncton.com.

