

Council Business Meeting

December 21, 2021

Agenda Item	East Main Street Banner Request for the Oregon Fringe Festival	
From	Gary Milliman	City Manager Pro Tem
Contact	gary.milliman@ashland.or.us	541-552-2046

SUMMARY

The Oregon Fringe Festival is seeking approval to hang a banner over East Main Street for their Spring event. As the Festival has not received grant funding from the City, the organizers received a letter of support from the Public Arts Commission and are now asking for approval from the City Council.

POLICIES, PLANS & GOALS SUPPORTED

N/A

PREVIOUS COUNCIL ACTION

N/A

BACKGROUND AND ADDITIONAL INFORMATION

The City allows banners to be hung across East Main Street for events sponsored or endorsed by the City of Ashland only. The most common endorsements are for an organization to receive grant funding from the City through the Economic, Cultural, Tourism, and Sustainability (ECTS) grant program. As the Oregon Fringe Festival has not been a recipient of the ECTS grants, they instead have gone through the process to receive endorsement from a City Commission with final approval from the City Council.

FISCAL IMPACTS

Approval of the endorsement will not cost the City any money. The banner permit fee of \$125 per week will be paid (to the Electric department) by the applicant once the permit application is allowed to be submitted.

STAFF RECOMMENDATION

Staff recommends approving the endorsement of the Oregon Fringe Festival's banner request as they have gone through the process and met the requirements.

ACTIONS, OPTIONS & POTENTIAL MOTIONS

1. I move to confirm the endorsement of the Oregon Fringe Festival banner request.
2. I move to deny the endorsement of the Oregon Fringe Festival banner request.

REFERENCES & ATTACHMENTS

Attachment #1: Banner Request from Oregon Fringe Festival banner request

Attachment #2: Endorsement Letter from Public Arts Commission

CITY OF ASHLAND

December 8, 2021

Memo

To: City Council

From: Public Arts Commission

RE: Banner endorsement

To Ashland City Councilors,

On our November meeting, the Public Art Commission unanimously endorsed a request from Paige Gerhard, representing the Fringe Festival, to hang a banner over Main Street to advertise the event. While the decision ultimately resides with the City Council, please know that we supported the request.

Sincerely,



Aaron Anderson, CFM
Staff Liaison, Public Art Commission
Associate Planner, Department of Community Development



EAST MAIN STREET BANNER REQUIREMENTS & INSTRUCTIONS

Banners are scheduled for **City of Ashland sponsored or endorsed events only (and are subject to approval by the City Manager and ODOT)**. Banners are installed across East Main Street by the City of Ashland Electric Department from Monday to Monday. If the Monday of hanging or removal falls on a City Holiday, the banner will be hung or removed on Tuesday. No banners are hung during the winter holiday season, typically from the week of Thanksgiving through the first week of January.

The Name of the event organization must be displayed on the banner. Banners must be constructed according to the specification attached to this form. If the banner is found to be faulty or not made according to these specifications, the banner will not be installed.

INSTRUCTIONS:

- Fill out the banner application (see attached), include a detailed description of the wording on the banner, or attach a sample copy of the banner. Turn in the completed application to the Public Works Department, located at 51 Winburn Way, Ashland, OR 97520. Call 541-488-5587 for more information.
- There is a \$125 fee for installation of the banner. This fee is payable upon approval of the banner application by the City Manager and ODOT. The full \$125 fee must be paid at the time the approved banner permit is picked up. The banner will not be hung without proof of payment.
- Following approval and payment, banners are to be delivered at least one week prior to the installation date to the Department of Electric Utilities, located at 90 North Mountain Avenue. Call 541-488-5357 for directions or more information. Please note: the Department of Electric Utilities is open from 7:00 a.m. to 3:30 p.m.
- Please make arrangements with the Department of Electric Utilities to pick up your banner within ten days of removal from East Main Street. The Department of Electric Utilities will not be responsible for any loss or damage that may occur to the banner after that time.

BANNER APPLICATION

Please fill in the information requested below and submit this form to the Public Works Department, 51 Winburn Way, Ashland, OR 97520. Upon approval of your application by the City Manager, the City of Ashland will obtain approval from ODOT, and then collect the \$125 fee.

Please write below exactly what will be printed on the banner. All banners will be reviewed for any offensive or inappropriate message content by the City of Ashland and ODOT. ***Please note: No Advertising of any kind, no phone numbers, and no web or e-mail addresses are permitted on the banner.***

NAME OF ORGANIZATION/: _____

CONTACT PERSON: _____ PHONE: _____

ADDRESS OF ORGANIZATION/CONTACT: _____

WEEK REQUESTED FOR BANNER: _____

(FOR CITY USE ONLY)

THIS APPLICATION IS:

- APPROVED FOR A CITY OF ASHLAND SPONSORED OR ENDORSED EVENT.**
 NOT APPROVED.

DATE: _____
CITY MANAGER

Date Fee Paid to City of Ashland: _____

(FOR ODOT USE ONLY)

THE ABOVE APPLICATION IS:

- APPROVED**
 NOT APPROVED.

DATE: _____
ODOT