

La Mesa Village POLE BANNER PROGRAM

DOWNTOWN VILLAGE
LA MESA



La Mesa Village
Association

The La Mesa Village Pole Banner Program

is organized and launched by the La Mesa Village Association (LMVA).

The purpose of the Pole Banner Program is to enhance the atmosphere of the streetscape through beautiful, festive, and decorative graphics, and celebrate the Downtown La Mesa in a manner that attracts visitors and inspires citizens of all ages.

The Village Pole Banner Program:

- Activates Public Spaces
- Adds color, and vitality to the downtown streetscape
- Publicizes the diverse range of events, activities and attractions in Downtown La Mesa.

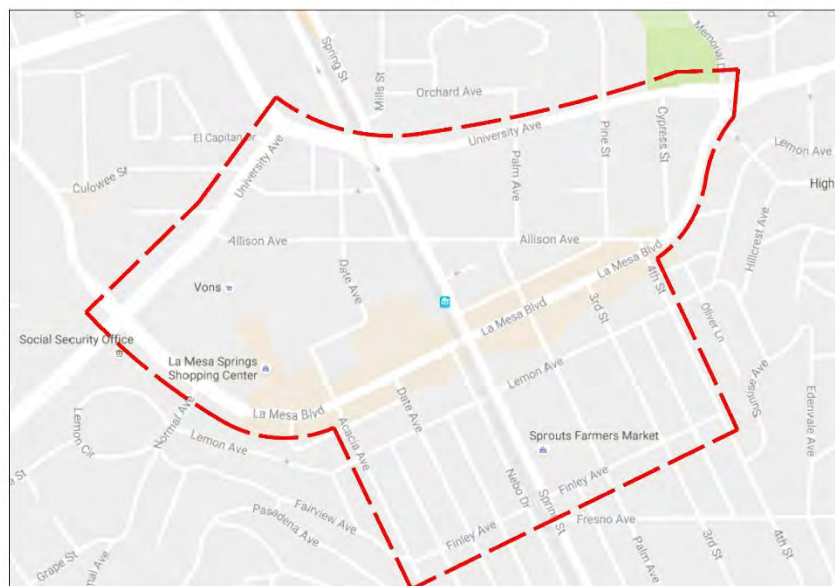
Locations: There are 42 street pole banners located along La Mesa Boulevard between Acacia Avenue to 4th Street including four lateral streets; Acacia Ave, Palm Ave, 3rd, and 4th Streets.

Village Pole Banner Program Participation:

LMVA business members that wish to promote their business using a pole banner must submit a pole banner application. LMVA application approval is required for pole banners that promotes or celebrates the Village of La Mesa or events within the City of La Mesa’s Downtown Village. The LMVA boundary map (est. August 2016) will be used to identify businesses eligible for LMVA business membership, as well as events in the Village.



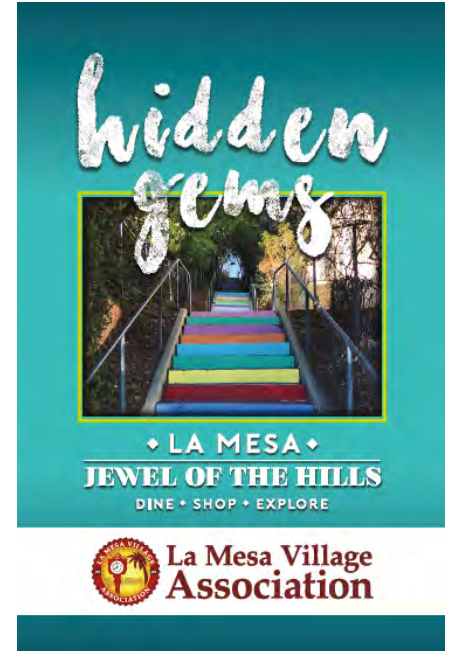
La Mesa Village Association Boundary Map



The Village Pole Banner Program includes three types of promotional opportunities:

City Enhancing Pole Banners: Defined as banners that contain a message regarding the City of La Mesa's beauty, heritage, promotion, and stewardship. These currently include four versions:

- ✓ Welcome to Historic Downtown La Mesa.
- ✓ Dine, Shop, Explore.
- ✓ Celebrating over 100 years.
- ✓ Hidden Gems



Event Promotional Pole Banners: Defined as banners containing a message regarding a public upcoming or current event or season of celebration that takes place within the La Mesa Village boundary area.

- ✓ This includes large festive events that are open to the public, generally for free such as the La Mesa Village Farmers Market, Oktoberfest, Holiday in the Village, etc...
- ✓ These pole banners are a great way to promote and publicize an event and are an extremely cost-effective way to convey information about your event or activity.

✚ **General Business Pole Banners:** Defined as pole banners containing the La Mesa Village Association logo and the logo and imagery that represents a local La Mesa Village based business.

- ✓ There are business pole banner locations available for businesses to rent for a 6 month period, subject to availability and limited to one per business.
- ✓ After the 6 month period the business pole banners go on a rotation schedule and will be on a first-come first-serve basis with other businesses.
- ✓ The intent is to give businesses a chance to promote their business to the local public.



The General Business Pole Banners are only available to LMVA business members located within the boundary of the Village. As a reminder business pole banners are for branding purposes only. The business pole banners **must** contain the business logo and imagery that represents your local business. They are not for promoting products or advertising. There are (1) no commercial, religious or political messages allowed, (2) no tag lines allowed, (3) no phone numbers, addresses, email addresses, websites allowed, (4) no discount information, or daily specials allowed, and (5) no traffic wordage such as “Stop” or “Yield”. They shall appear in a festive mode. The LMVA reserves the right to approve the message, graphic designs, and its message content via the application and design sampling process.

Design Guidelines and Requirements:

- All approved pole banners must conform to the following general guidelines in order to be approved by the LMVA.
- All pole banners must be consistent with programs that relate to an events and business promotion.
- The installation, maintenance, and removal of the pole banners shall only be accomplished by a person or persons authorized by the LMVA.
- All pole banners shall be promptly removed at the end of the authorized time period by persons authorized by the LMVA.
- Sizing of Pole Banners: Light-post banners – 34” x 52” (standard size)

- A rendering showing design variations, dimensions, wording, colors, graphics, and all logos must be submitted after your application is approved.
- Design approval must be approved by the LMVA Pole Banner Committee prior to production. No changes to the graphics or words of the banner may be made after the banner design has been approved. If any changes are made, the Committee reserves the right to withdraw the approval.
- A basic LMVA Template will be provided upon approval of the application.
- Pole Banner material must be 16 oz. blockout vinyl. Pole Banners must be printed double-sided for maximum exposure. Message can be unique on each side of the pole banner or you can share your banner with another business on one application. Design approval required for both sides.
- Keep the message simple and ensure images are large enough to be read/seen by both pedestrians and from a moving car.

Pricing:

- All applicants shall pay for their own graphic designs, and printing costs directly to vendors (participating vendors are available upon requests).
- **Event Pole Banners:** For a single (1) pole rental, \$100.00 for a 30-day maximum period. This includes installation/removal costs.
 - **Rental Cost \$100.00**
 - **Graphics Design Cost** – Customer Responsibility
 - **Build Cost - \$70.00** to print banner with customer supplied design (PDF file), subject to review and design approval
 - **Banner Installation – \$24.00** per banner
 - **Total Cost - \$100.00 + \$70.00 + \$24.00 = \$194.00** per event for 1 month
 - In addition to the **\$194.00** there is a minimum trip fee for switching out the pole banners before and after the event of **\$320.00 x 2 = \$640.00**.
- **Business Pole Banners:** For a single (1) pole rental, \$600.00 for a 6 month period. This includes installation/removal costs.
 - **Rental Cost \$600.00**
 - **Graphics Design Cost** – Customer Responsibility
 - **Build Cost - \$70.00** to print banner with customer supplied design (PDF file), subject to review and design approval
 - **Banner Installation – \$24.00** per banner
 - **Total Cost - \$600.00 + \$70.00 + \$24.00 = \$694.00** per business for 6 months (which may be split with another business)

Application Process:

Please complete the attached **La Mesa Village Pole Banner Application** and submit to the LMVA email address at info@lamesavillageassociation.org for approval and location assignment. Once you have received approval, you will be required to submit a rendering of your pole banner design within one week in either a .jpeg or .pdf file for further Design approval before printing.

Contact Pam Rader, Tony Gaipa, or John Bedlion at info@lamesavillageassociation.org