

La Mesa Village

BANNER PROGRAM



The La Mesa Village Banner Program

is organized and launched by the La Mesa Village Association (LMVA) and is designed to benefit the City of La Mesa's Downtown Village.

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

The LMVA Village 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.

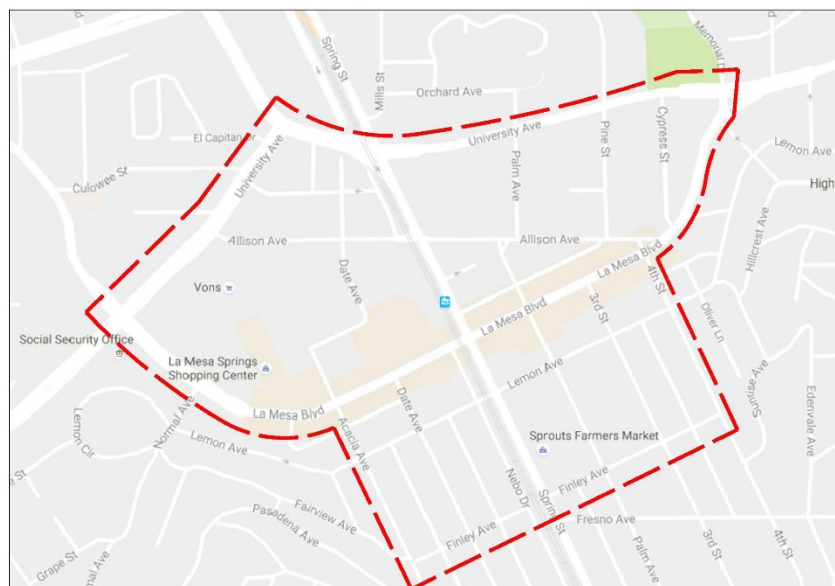


THE VILLAGE BANNER PROGRAM


PARTICIPATION:

LMVA business members that wish to promote their business using a banner must submit a banner program application. LMVA application approval is required for temporary display 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.

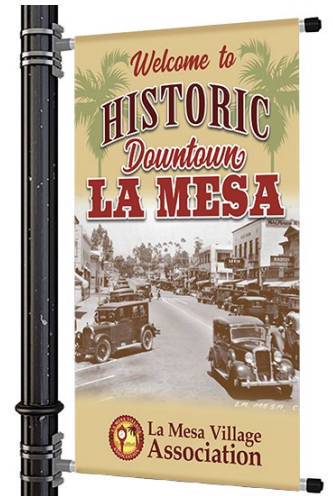
La Mesa Village Association Boundary Map




The Village Banner Program includes three types of promotional opportunities:

 **City Enhancing 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 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 Classic Car Show, Flag Day Parade, Oktoberfest, Holiday in the Village, La Mesa Village Farmers Market, etc...

✓ These 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 Banners:** Defined as 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 banner locations available for businesses to rent for a maximum 90-day period, subject to availability and limited to one per business.
- ✓ After the 90-days period the business 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 Banners are only available to La Mesa Village Association (LMVA) business members located within the boundary of the Village. As a reminder business banners are for branding purposes only. The business 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 banners must conform to the following general guidelines in order to be approved by the LMVA.
- All banners must be consistent with programs that relate to an events and business promotion.
- The display of the banners is limited to a maximum time period of ninety (90) days.
- The installation, maintenance, and removal of the banners shall only be accomplished by a person or persons authorized by the LMVA.
- All banners and flags shall be promptly removed at the end of the authorized time period by the LMVA.
- Sizing of 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 initial application is approved.
- Design approval must be granted by the LMVA prior to production. No substantial 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 LMVA Village Improvement Program (VIP) Committee reserves the right to withdraw the approval.
- A basic LMVA Template will be provided to you upon application approval.
- Banner material must be 16 oz. blackout vinyl. Banners must be printed double-sided for maximum exposure. Message can be unique on each side of the 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 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 - \$57.00** to print banner with customer supplied design (PDF file), subject to review and design approval
 - **Banner Installation – \$16.00** per banner
 - **Total Cost - \$100.00 + \$57.00 + \$16.00 = \$173.00** per event for 1 month
- **Business Banners:** For a single (1) pole rental, \$300.00 for a 90-day maximum period. This includes installation/removal costs.
 - **Rental Cost \$300.00**
 - **Graphics Design Cost** – Customer Responsibility
 - **Build Cost - \$57.00** to print banner with customer supplied design (PDF file), subject to review and design approval
 - **Banner Installation – \$16.00** per banner
 - **Total Cost - \$300.00 + \$57.00 + \$16.00 = \$373.00** per business for 3 months (which may be split with another business)

APPLICATION PROCESS:

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

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