

BANNER OVER MAIN STREET

1. A Reservation for the “*Banner Over Main Street*” (487 Main- “Old City Hall”) can be made by submitting an application to the City of Placerville, Community Services Dept. 549 Main Street, Placerville, CA 95667, in person weekly during normal business hours. Applications are available online and prioritized based on the order each application receives. Approval shall be provided by Community Service Manager or designee. All appeals shall be submitted in writing to the Director of Community Services. Process timeline for appeals minimum of 5 business days.
2. The banner fee is \$388.00 as of May 11, 2026, in accordance with City Council Resolution #9504
3. The \$388.00 fee must be paid upon scheduling the reservation. Installation and administrative costs for processing and scheduling are included.
4. No refunds will be issued for cancellations made after 30 days, or within 30 days of the reservation date. Reservations must be scheduled no later than 30 days in advance of request date. Approval may take up to 1-2 weeks. Exclusions or additions are subject to review and availability.
5. A reservation may be scheduled up to six (6) months in advance,
EXAMPLE: If Monday of the week you want to reserve is July 1st, then the earliest your reservation can be made is January 1st at 8:00 a.m. If January 1st is a holiday or a weekend the reservation will not be taken until 8:00 a.m. on the day that the City of Placerville Community Services Department.
6. Banners are displayed for a maximum of one (1) week beginning on Monday (or Tuesday if Monday is a holiday) through Sunday. **Each event banner may be displayed for 1 week only within a 6-month period.** The City reserves the right to hang a banner late if weather or lack of available staff prevents us from doing so on the scheduled date.
7. Only non-profit organizations with a valid Tax Identification Number (EIN) for verification may submit events for advertising. Religious or political advertisements are strictly prohibited, and all events must be held exclusively within the City of Placerville city limits.
8. **Banners must be delivered** to the City of Placerville, Community Services Department, located in Town Hall at 549 Main Street at least **fourteen (14) days prior to the reservation date**. The banner must be clearly labeled with the following information: event name, reservation date, contact name and phone number.
9. Banners **must be picked up within (7) seven business days**. All banners not picked up within seven days will be recycled.

Banner Dimensions & Specifications:

- Wind holes must be cut into the center face of the banner every four (4') feet. These wind holes are to be semi-circular in shape with a diameter of five (5") inches (same as a two- pound coffee can).
- Banners are to be exactly twenty-six inches (26") in width with a maximum length of thirty feet (30').
- Banners must have metal eyelets on the top and on the bottom every two feet (2'). The eyelets are to be one inch (1") from the top and bottom edges.

THE CITY IS NOT RESPONSIBLE FOR LOST, STOLEN OR DAMAGED BANNERS

**CITY OF PLACERVILLE
BANNER OVER MAIN STREET APPLICATION**

Please submit application in person to:

City of Placerville
549 Main Street
Placerville, CA 95667

Please Complete Legibly

Organization _____	Address _____
Authorized Representative _____	Non-Profit Status _____
Office Contact Number _____	Tax ID Number _____
Mobile Contact Number _____	Date(s) Requested _____
Primary Email Address _____	Organization Website _____

Nature of Event (Description)

Event Address

Banner Narrative

By signing this application, I understand and agree to the following guidelines above.

Applicant Signature

Date

For Office Use Only

Date Received _____	Receipt Number _____
Payment Type <input type="checkbox"/> Cash <input type="checkbox"/> Check #	Card Type: <input type="checkbox"/> Visa <input type="checkbox"/> Mastercard <input type="checkbox"/> AMEX
Scheduled to Calendar <input type="checkbox"/> Yes Scheduled Install <input type="checkbox"/> Yes	Amount Paid <table border="1" style="width: 100%; height: 20px;"></table>