

<b>Subject:</b> Highway Banner Program	<b>Effective Date:</b> February 2025
<b>Policy Number:</b>	<b>Revision Date:</b>
Page 1 of 4	

## LISTOWEL BIA

### HIGHWAY BANNER PROGRAM POLICY

#### 1.0 PURPOSE

To establish a process for the approval of highway banners, ensuring eligible organizations and groups have equal access to advertising opportunities while maintaining fairness and consistency.

#### 2.0 DEFINITIONS

- 2.1 Nationally Recognized Charity:** means a registered charity approved by the Canada Revenue Agency that uses its resources for charitable activities and purposes that benefit the community.
- 2.2 Recognized Community Group or Organization:** means an incorporated association, club, society, or other organization that is organized and operated exclusively for social welfare, civic improvement, business improvement, or other related purposes.

#### 3.0 ELIGIBILITY

##### 3.1 Who Can Apply:

- a. Nationally recognized charities operating within the town of Listowel.
- b. Recognized community groups or organizations operating within the town of Listowel.
- c. Nationally recognized charities or organizations based outside of Listowel may apply if they are hosting an event in Listowel that aligns with the BIA's mandate.

##### 3.2 Eligible Banners:

- a. Charitable fundraising campaigns.
- b. Municipal or regional public awareness campaigns.
- c. Special or community events organized by nationally recognized charities, recognized community groups and organizations, the Listowel BIA, and/or the Municipality of North Perth.

##### 3.3 Eligible Criteria

The banner must display:

- a. The name of the event
- b. The date of the event, if any
- c. The name of the organizing group

<b>Subject:</b> Highway Banner Program	<b>Effective Date:</b> February 2025
<b>Policy Number:</b>	<b>Revision Date:</b>
Page 2 of 4	

### 3.4 Exclusions:

The following criteria would result in ineligibility for consideration:

- a. Any promotion of commercial advertising or business specific promotions
- b. Any reference to political parties or political organizations
- c. Any reference to religious organizations or the celebrations of religious events
- d. Anything contrary to Listowel BIA or Municipality of North Perth policies or by-laws

## 4.0 APPLICATION

### 4.1 Application Window:

- a. Applications will open annually in mid September for a four-week period. Specific dates for the application period will be announced in advance on the BIA website and social media channels to ensure all eligible organizations have an opportunity to apply.

### 4.2 Submission Requirements:

- a. Include a draft design of the banner.
- b. Provide contact information for a representative if a local community group and proof of eligibility as a registered charity.
- c. Interested groups must submit an application form, prior to the closing date. Submissions are to be sent to the Listowel BIA at [biainfo@northperth.ca](mailto:biainfo@northperth.ca).

## 5.0 SCHEDULING AND CONFLICT RESOLUTION

### 5.1 Scheduling Priority:

- a. The following organizations have been granted legacy status and will receive priority scheduling for banner placement for their respective events. These organizations must still apply. The board reserves the right to review annually in November and reconsider legacy status if competing requests are received.
  - a. Listowel Kinsmen Paddyfest
  - b. Listowel Agricultural Society Fair
  - c. Listowel Legion Veteran Banner for Remembrance Day
- b. Organizations that have previously displayed banners will not receive automatic renewal and must complete the annual application process.
- c. If multiple applications are received for the same time frame and no legacy status applies, priority will be determined by the board in November in its discretion, acting reasonably, based on the following criteria;

<b>Subject:</b> Highway Banner Program	<b>Effective Date:</b> February 2025
<b>Policy Number:</b>	<b>Revision Date:</b>
Page 3 of 4	

<b>Criteria</b>	<b>Description</b>
Anticipated Community Benefits	The organization demonstrates how the event will positively impact the community, such as economic benefits, tourism draw, or cultural significance.
Expected Attendance	Estimated attendance based on previous years or event projections.
Target Audience	The event attracts a broad or strategically important audience (residents, tourists, families, business professionals)
Community Contributions	The organization has a proven track record of benefiting the community (volunteer work, fundraising, local partnerships)
Alignment with the BIA objectives	The event directly supports the BIA's objectives, such as increasing foot traffic, supporting local businesses, or enhancing Listowel's reputation.

- d. In the case where two applications are received for the same time frame, the board may determine that the available banner locations will be shared between the organizations to ensure support for both events, regardless of the number of banners each organization initially requested.
- e. Due to limited availability, only 8 Highway Banners can be displayed each calendar year.

**5.2 Duration of Display:**

- a. There is no guarantee of specific duration that the banner will be displayed.

**6.0 DESIGN AND APPROVAL**

**6.1 Design Guidelines:**

- a. Banners must adhere to specified size and material standards (provided upon request).
- b. Design must be clear, legible, and professional.

**6.2 Approval Process:**

- a. All designs and applications will be reviewed for compliance with these guidelines by the BIA board during its final meeting of the calendar year.
- b. Non-compliant designs will require revision prior to approval.
- c. Applicants will be notified of the board's decision by mid-December. Successful applicants will receive confirmation of their assigned banner time slot along with any additional instructions or requirements.

<b>Subject:</b> Highway Banner Program	<b>Effective Date:</b> February 2025
<b>Policy Number:</b>	<b>Revision Date:</b>
Page 4 of 4	

## 7.0 ADDITIONAL NOTES

- 7.1 The Listowel BIA reserves the right to reject applications that do not meet these guidelines.
- 7.2 Applicants are responsible for the cost of designing and producing the banner.
- 7.3 If selected to be part of the Highway Banner schedule, the applicant is responsible for ensuring that the banner is ready and delivered to the Municipal Office two weeks prior to the estimated date that the banner is scheduled to be installed.
- 7.4 The BIA is not responsible for any damage to the banner caused by installation, weather, wear and tear, etc.
- 7.5 The BIA maintains the authority to not install approved banners if the banners are damaged or may risk public safety.
- 7.6 The Highway Banner Program operates under the assumption that Hydro One will continue to provide the service of installing banners and that the utility poles are deemed structurally sound for this purpose. Please note that this program is contingent upon these factors and, as such, cannot be guaranteed indefinitely. The BIA reserves the right to amend, suspend, or discontinue the program at any time if these conditions change.

## REVISION HISTORY

Revision	Date	Comments
1	February 2025	New Policy