

Missoula Downtown Banner Program Resource Guide



Photo Credit: Kristen Sackett

MISSOULA
Downtown

CONNECTING OUR
COMMUNITY

2024

The Missoula Downtown Association

The Missoula Downtown Association is a not-for-profit membership-based organization dedicated to enhancing and promoting the vitality of Downtown Missoula. Our mission is to:

- Retain and promote Downtown Missoula as Western Montana's center of business, culture and entertainment.
- Provide a forum for mutual solutions to common problems Downtown.
- Encourage preservation and enhancement of the area's physical beauty.
- Create public awareness of the historic and cultural significance of Missoula's unique Downtown to the community as a whole.

History

The MDA was originally formed as the Missoula Retailers Association, a committee of the Chamber of Commerce, in 1957. In 1975, the Association separated from the Chamber under the name Downtown Merchants Association. In reaction to the changes in the Missoula community and the decline of the downtown, the organization regrouped in 1980 and broadened its membership and mission to represent the widening range of businesses in the area and became the Missoula Downtown Association. Since those early years, the Missoula Downtown Association has grown to over 500 members and has made an impact on our thriving community. From the successful Out to Lunch program and annual Holiday Stroll to the promotion of Downtown as a communal attraction, the Missoula Downtown Association continues to build and change with the same thriving spirit that makes Missoula the heart of Western Montana.

Banner Program Overview

The Missoula Downtown Banner Program was created by the Missoula Downtown Association in 1999 with support from the City of Missoula and the Missoula Redevelopment Agency.

The MDA's banner program:

- Identifies the Downtown service area;
- Activates the public space;
- Adds color and vitality to the Downtown streetscapes;
- Publicizes a diverse range of events, activities and attractions that draw people into Downtown Missoula.

The intent of the banner program is to place banners on available street light poles year round. The poles are available for non-profit organizations to promote cultural, entertainment, artistic and sporting events or other special events and area attractions of public interest.

Participant Responsibilities

In an effort to fully utilize the program to promote special events and attractions, the Missoula Downtown Association wants to encourage others to use the Downtown banner program. As such, applicants must submit a written application each year for the MDA and the City of Missoula to review.

Under the banner program, the MDA is responsible for reviewing banner designs, installing and removing banners that are used by the MDA, coordinating rotations of banners and ensuring quality control standards throughout Downtown. The MDA and the City of Missoula shall not be responsible for any theft, vandalism or weather damage that occurs on Downtown street banners.

Banner applicants are responsible for requesting banner space, developing a design proposal, producing banners according to the MDA specifications and paying all required costs and fees.

Eligibility

Downtown street banners are a cost-effective way to convey information about special events and activities. Because the demand for banner space occasionally exceeds the supply, the MDA has developed a prioritization scheme for banner installation.

Applicants must be a non-profit organization showcasing events or attractions in the area. The banner program is not approved for advertising private events or businesses.

1. Banners produced by the MDA that promote an image of Downtown Missoula or publicize MDA events have first priority.
2. Banners promoting public/community events or activities held Downtown at Caras Park, Ogren Park, The University of Montana or other Downtown venues receive second priority.
3. Citywide special events or activities open to the public receive third priority.

Banner Construction Specifications

The banners are 60 inches high and 28 inches wide (must confirm with measurement) with 2-inch loop holes and are mounted onto street light standards (grommets for zip-ties) on Higgins, Broadway, Front and Main Streets.

Reservations and Program Costs

Reservations will be accepted up to one (1) year in advance on a first-come, first-served basis. All applicants must submit a completed application and a non-refundable deposit of \$100 to secure the reservation. This deposit is applicable toward the total cost of installation.

The fee for use of city poles and installation ranges from \$25 - \$45 per pole, which covers, as needed, installation and removal of new and existing banners. Banners are

installed within +/- 5 days of the first of each month so applications are made on a monthly basis. Applicants are responsible for all costs related to the design, production, delivery, and storage of banners. At the aforementioned cost, banners will be displayed for one month. Depending on availability, half-months can be added at an additional fee. At least 75% of the poles in the zone requested must be paid for and utilized in zones 1 and 2, and at least 50% in zones 3-4.

All fees must be paid in full to the Missoula Downtown Association prior to installation.

ZONE 1: Hip Strip

- \$35/pole
- 14 poles available
- Total of \$490/month or \$245/half month (if all poles are filled)

ZONE 2: Beartracks Bridge

- \$45/pole
- 23 poles available
- Total of \$1,035/month or \$515/half month (if all poles are filled)

ZONE 3: Bridge to Main (includes east and west of Higgins on Front St.)

- \$35/pole
- 15 poles available
- Total of \$525/month or \$260/half month (if all poles are filled)

ZONE 4: Main to Broadway (includes east and west of Higgins on Main St.)

- \$35/pole
- 17 poles available
- Total of \$595/month or \$295/half month (if all poles are filled)

ZONE 5: Broadway (east and west of Higgins)

- \$30/pole
- 23 poles available
- Total of \$690/month or \$345/half month (if all poles are filled)

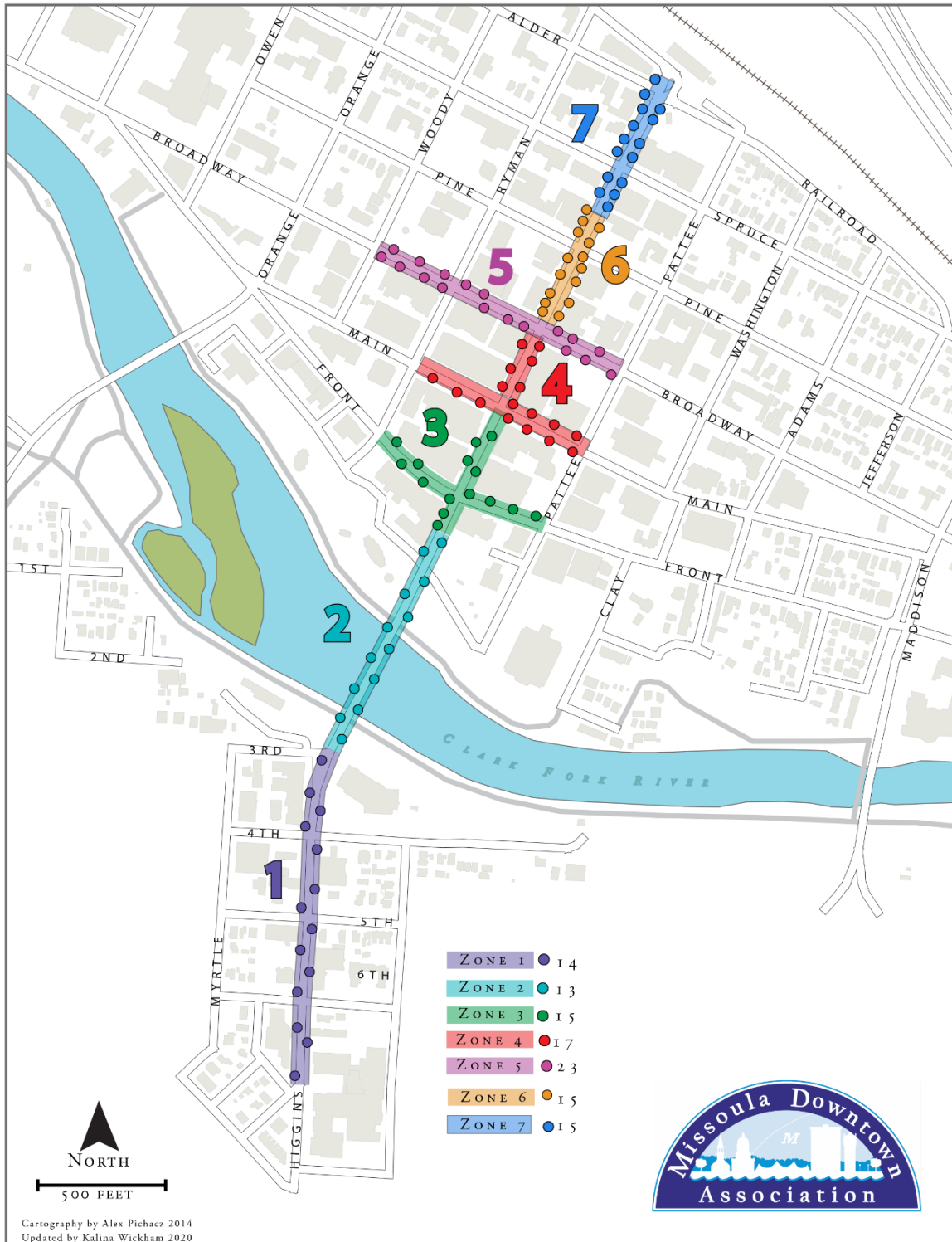
ZONE 6: Higgins Ave. from Broadway to alley between Pine & Spruce

- \$25/pole
- 15 poles available
- Total of \$375/month or \$185/half month (if all poles are filled)

ZONE 7: Higgins Ave. from alley between Pine & Spruce to XXXXs

- \$25/pole
- 15 poles available
- Total of \$375/month or \$185/half month (if all poles are filled)

DOWNTOWN BANNER ZONES



Placement of banners within any given zone will be under the sole discretion of the Missoula Downtown Association.

Banner Design Guidelines

Street banners are different from most graphic designs. They are generally viewed quickly or from a distance. Therefore, the message needs to be conveyed rapidly. A small number of design elements, bright, contrasting colors, and large, clear typography are common elements of successful banner designs.

The words “sponsored by” or its equivalent are prohibited under the Missoula Downtown Banner Program. The banners may not contain private business logos.

Approval Process

Applicants must submit the design of banner at least one month prior to reservation date for approval. (Please note, this requirement *does not* apply to applicants who have utilized the banner program in the past if the banner design has not changed.) Applicants must receive joint approval from the MDA Executive Committee and the City of Missoula. An applicant can expect notification within 2 weeks of submittal. Applicants are strongly encouraged not to have banners produced prior to approval.

Please mail the attached application, proof of non-profit status, and deposit to:

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Missoula, MT 59802
Phone: 543-4238
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