



## Legislation Text

---

**File #:** 17-0020, **Version:** 1

---

### Summary

To: Town Commission  
From: Cathy DeKarz, Management Analyst  
Date: 2/17/2017

---

#### **Subject:**

Banner Request for the ARC of Tampa Bay

#### **Summary:**

The “Street Banner Policy” allows “only Town-sponsored or co-sponsored events” to be eligible for banner placement. To align with this policy, the Omelette Party would have to become a “sponsored” event in the eyes of the Commission.

**Previous Commission Action:** In 2011, the Commission which differed to the Recreation Board for approval of Banner’s over Indian Rocks Road. The Recreation Board subsequently developed a policy which is attached.

**Background/Problem Discussion:** February 7, 2017: Ms. Janice Birch requested approval to hang an advertising banner over Indian Rocks Road for several days in April on behalf of the ARC of Tampa Bay’s annual “Omelette Party” plant sale. Ms. Birch has spoken with staff on the matter; however, the request has not been placed before the Recreation Board.

**Expenditure Challenges** The ARC of Tampa Bay has agreed to pay for the design and production of the proposed banner and to allow the Town to have final approval over its design; however, Ms. Birch is requesting that Town staff hangs the banner on the foundation’s behalf.

**Financial Implications:** If approved, the Commission may consider requiring the foundation to pay a fee for the labor of hanging of the banner. Since this is unprecedented, there is no current fee structure in place

**Recommendation:** None

.

**Proposed Motion** None.