



# CITY OF VACAVILLE HOMETOWN HERO BANNER PROGRAM POLICY AND GUIDELINES

## About the Program

The City of Vacaville Hometown Hero program provides the opportunity for the community to recognize and honor Vacaville residents, and their immediate family members, who have served, or currently serving, in the United States Armed Forces. The Hometown Hero banner will be displayed from City-owned streetlight poles and will contribute to the City’s quality of life while also promoting civic pride. In order to allow for a coordinated and consistent program, the City has established the following policy and guidelines for the Hometown Hero Banner Program.

## Guidelines

### Eligibility

1. Active, retired, or honorably discharged members of the five United States Armed Forces service branches (Army, Marine Corps, Coast Guard, Navy, and Air Force).
2. A current City of Vacaville Resident **OR**

Graduated from a High School in the City of Vacaville **OR**

An immediate family member of a current resident (spouse, parent, sibling, child or child-in-law, or grandchild)

Proof of eligibility will be required before an application is considered complete.

- Proof of residency (i.e. copy of utility bill or driver’s license) of the nominee (or applicant who is the immediate family member of the nominee), or school transcript of the nominee
- Verification of active duty dates (i.e. copy of military orders or military ID)
- Honorable discharge or retirement papers with SSN redacted
- High-Resolution digital image (minimum 300 dpi) in jpeg format **or** 5 x 7 photograph of honoree in official uniform (with no objects). Original photos will not be returned.

### Banner Locations

1. The City has designated the use of 18 light poles located on Peabody Road as the initial location for this program. Future locations may be identified by the City at a later date depending on the popularity of the program.

Street	Direction	Start	End	Poles
Peabody	North/South	Caldwell Drive	SPCA Drive	18

2. Available space is determined on a first-come, first-served basis among qualified applicants. All banner locations shall be determined solely by the City.

## Display Period

1. The banners will be displayed for a minimum of 6 months and a maximum of 12 months, or until the banner starts to show deterioration.
2. At the end of the program City staff will contact the family and/or applicant to offer them the banner; all unclaimed banners within 60 days of removal will become the property of the City.
3. In addition to the streetlight pole banners, the City would also display the banners images on the City's website for year-round display.

## Banner Style and Display

The City has determined the below specifications for the banners. The specifications and design of the banner are at the sole discretion of the City and can be modified at any time.

- Double Sided, 18oz. Tyvek Vinyl-Weatherproof
- 30" x 96"
- 4" Pole Pockets (3" opening, 1" seam)
- Two fiberglass mounting brackets for each banner

## Public Sponsors and Donations

1. Hometown Hero streetlight banners are funded through private donations and/or sponsorships. All payments will be made payable to the City of Vacaville and deposited into the Hometown Hero Banner Program Account. This Custodial Fund will be administered by the City Manager's office for the sole purpose of the Hometown Hero Banner Program and may not be used for the City's own operations.
2. Banners may be sponsored by individuals or organizations. Sponsors would receive a letter from the City acknowledging their donation at the time full payment is received. In addition, they would also receive a certificate commemorating their sponsorship at the time of the banner installation.
3. The cost of each banner is \$200.00 and is subject to change based on increased or decreased cost to the City.

## Procedures

1. The Hometown Hero banner application may be obtained from the City of Vacaville's website at [CityofVacaville.com](http://CityofVacaville.com) or you may contact the City Manager's office to have one emailed to you by contacting the Hometown Hero Program ([HometownHero@cityofvacaville.com](mailto:HometownHero@cityofvacaville.com)) or by calling 707-449-5114.

2. Applications are accepted on a year-round basis and every effort will be made to have banners installed twice a year before Veteran's Day and Memorial Day holidays. However, this is at the sole discretion of the City and is based on the availability of City Staff, resources, and staff scheduling for installation and removal.
3. A waiting list shall be established based on the date a complete application is received in the City Manager's Office. In order for an application to be considered complete, all supporting documentation must be received and verified by the City. In addition, full payment for the banner must be received by the City, or sponsorship requested.
4. Applicants will be notified by City staff once an installation date has been determined.
5. At the end of the banner display period, City staff will contact the family and/or applicant to offer them the banner; all unclaimed banners within 60 days of removal will become the property of the City.

#### Waiver and Limitations

1. The City of Vacaville is not responsible for replacing banners that are stolen, damaged, or destroyed due to age, vandalism, or and acts of nature including high winds.
2. Any loss or damage to an installed banner with be handled at the discretion of the City.
3. The City reserves the right to not install a banner if the requirements of this banner program are not met.