



**City of Kerrville**  
701 Main Street  
Kerrville, Texas 78028  
(830) 257-8000  
[www.kerrvilletx.gov](http://www.kerrvilletx.gov)

## **PRESS RELEASE**

### **FOR IMMEDIATE RELEASE**

Contact: Ashlea Boyle, Special Projects Manager  
(830) 258-1153  
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### **Street Banner Sign-up Day**

**Kerrville, Texas (November 19, 2014)** – Do you have an event coming up that you would like to advertise? Do you want to reach hundreds of people every day with your advertising? Monday, December 1, 2014 has been scheduled as “Street Banner Sign-up Day” at City Hall, 701 Main Street beginning at 10:00 a.m. Any social institution, religious organization, non-profit organization, youth organization or educational institution is invited to come to the meeting and enter a lottery-type drawing for the chance to pick the location of your choice.

There are seven (7) locations to choose from, and each organization is allowed two (2) banners per event; two (2) events per year. If space permits, additional events may be made available after January 1<sup>st</sup>. See attached *Banner Advertising Guidelines* and *Banner Design Criteria* for complete information. Cost per banner installation is \$85, is non-refundable, and payable at the time the application is accepted. Applications may be picked up at City Hall prior to the scheduled meeting date, or prior to the start of the meeting.



For additional information contact Ashlea Boyle, Special Projects Manager at (830) 258-1153 via e-mail to [ashlea.boyle@kerrvilletx.gov](mailto:ashlea.boyle@kerrvilletx.gov) or visit the city's website at [www.kerrvilletx.gov](http://www.kerrvilletx.gov).

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**KERRVILLE  
PUBLIC  
UTILITY  
BOARD**

2250 Memorial Blvd. • P. O. Box 294999 • Kerrville, Texas 780294999 • 830-257-3050 • FAX 830-257-8078

## **BANNER ADVERTISING GUIDELINES**

1. ALL banners installed must be for events held in the City of Kerrville or Kerr County ONLY.
2. Reservations limited to two (2) banners per event; two (2) events per year per organization; (additional events may be available after January 1, if space permits).
3. Banners will be accepted for solicitation or support of a community project or social institution, including, but not limited to:
  - A. Seasonal holidays such as Christmas or Easter
  - B. School activities
  - C. Charitable programs
  - D. Religious activities
  - E. Events of community interest
4. Banners should not advertise or include the names of any commercial operation or business including sponsors.

## **BANNER LOCATIONS IN THE CITY OF KERRVILLE**

- |             |  |
|-------------|--|
| LOCATION #1 | 4010 Hwy 27, in front of Kerr County Road and Bridge           |
| LOCATION #2 | 700 Block Junction Highway, in front of Take it Easy RV Resort |
| LOCATION #3 | 2100 Block Sidney Baker North, in front of Stripes             |
| LOCATION #4 | 1000 Block Sidney Baker South, Highway 16 north of G Street    |
| LOCATION #5 | 1200 Block Sidney Baker North, at Tivy Football Stadium        |
| LOCATION #6 | 1700 Block Sidney Baker North, north of Acapulco Restaurant    |





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## **BANNER DESIGN CRITERIA**

(Revised December 3, 2013)

1. Banners shall be no larger than 50" (inches) in height by 36' (feet) in length.
2. No more than 75sq. ft. of the surface area shall be used for lettering, decal, insignia, etc.
3. The banner must have metal clips fixed to the top of the banner to attach the banner to the span wire. These clips must be designed to withstand normal wind loading and be sized to fit a 3/8" steel guy cable.
4. Tie down ropes must be 1/4" nylon or material of equal or greater strength. This requirement shall not be construed to include material such as chain, steel cable or other material capable of inflicting damage should they become loosened.
5. Banner material should be sufficiently durable to withstand normal wind loads and deterioration by the elements for the period of time the banner remains erected. Any banner which becomes damaged will be removed immediately, by order of the Building Official. Only banners made of net-type banner material are acceptable (vinyl and vinyl mesh are unacceptable).
6. Lettering and devices on banners shall be of cloth, or a material that will cause no damage should it become loose and fall while banner is erected.
7. KPUB is responsible for erection and removal of banners only. Neither the City nor KPUB accepts any responsibility for banners which are damaged or destroyed or left at KPUB after 15 days of removal from banner location.
8. Approved banner suppliers are:
  - a. One-Stop Advertising and Printing (formerly ADCO)  
Kerrville, TX  
830-896-0480
  - b. Dixie Flag  
San Antonio, TX  
1-800-356-4085
  - c. CompuSigns  
Austin, TX  
512-476-7446
9. To receive approval of alternate banner designs or manufacturers, a request must be submitted to the KPUB Engineering Department, 830-792-8232 at least 3 months in advance of the date the banner will be installed. The request must include complete specifications for and a sample of proposed fabric, clips, hardware and anchoring methods.

If the banner does not meet these criteria, no permit will be issued nor will such banner be installed.

