

Planning Your Event in Downtown Rutland



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A guide to organizing and hosting events in Downtown Rutland, Vermont.

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Introduction

Congratulations on choosing to organize an event! We're excited that you are considering Downtown Rutland as your event location.

We think you'll agree that Rutland offers some of the best community events. As you know, launching a successful event is hard work that requires months of planning and a solid strategy.

This guide, developed by staff and board members of the Downtown Rutland Partnership, was created to help you navigate the permits, logistics and many other details you'll want to take into consideration for a downtown event. It is intended to assist you in the process and hopefully make things easier. We compiled this information to the best of our knowledge at the time, but please confirm all details with the appropriate entities, as we cannot speak for anyone else.

On the following pages we also include some event planning strategies based on our own experiences and what we believe may be helpful in your process. If you have questions, or want to offer suggestions on how we can make this guide even more useful, we'd be happy to hear from you. We're here to help! We are a downtown resource and want to see both you and our downtown community have a positive experience.

We appreciate your commitment to making Rutland a better, more vibrant, place for everyone.



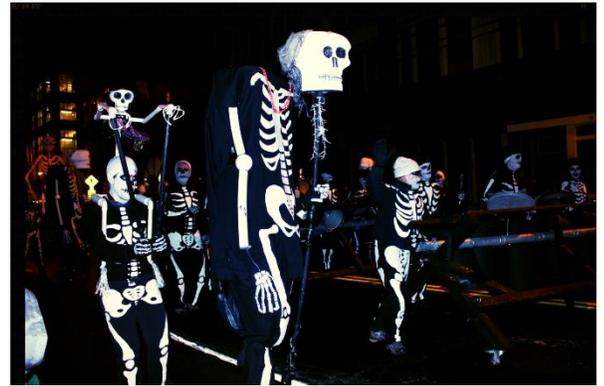
Your Event & The Role of the DRP

The Downtown Rutland Partnership is a nonprofit organization that works to manage, market and maintain Rutland's downtown district. We support the business community by keeping the streets clean and attractive, offering development opportunities to downtown businesses, organizing our series of annual downtown events and providing marketing and promotional services for the many downtown happenings.

Often, we're asked to help run events for other organizations who may want to come into the downtown. While we love to see events come to Downtown Rutland, we do not have the capacity and budget to get directly involved in implementing them. Although we put on our own series of events, our primary role as a downtown organization is not to fill the role of community event planner.



We realize that this may be a different approach than we've taken in the past. However, we have limited staff and resources to accomplish the many goals and projects we are already committed to each year as an organization.



The common goal of the events that we do organize, such as our Friday Night Lives and Holiday Stroll, are directly focused on getting people into shops and restaurants and exposing the public to all that downtown has to offer. As with all nonprofits, we are required to use our funding for specific outcomes and must report back on how we spend our time and our funds.

Taking on other events, even when they include really fun ideas, is generally outside of our ability and scope. And often, your event may have an entirely different goal that does not directly relate to us, such as raising funds for your own organization. Please know that just because we can't organize your event, doesn't mean we are not in support of you and your efforts.



How the DRP Can Help

There are many ways we can support you in having an event downtown, including:

- **Advise on your event date and specific downtown location.**
 - We can let you know about other events, potential conflicts and most logical spaces in downtown.
- **Promote your event in our newsletters and our social media channels, including Facebook, Instagram and Twitter.**

- Our Facebook page is a great means of getting the word out about your event. We have more than 5,000 followers (and growing), which is one of the largest reaches of any local Facebook page.
- **Add your event to our website and Facebook event calendars.**
 - We actively compile downtown events and have a consistently large list of happenings specific to downtown. Our new website (launching this spring) will help improve this process.
- **Help connect you with downtown businesses.**
 - We are happy to make introductions and brainstorm ways in which downtown businesses could get involved and excited about your event. We cannot request donations on your behalf.
- **Offer event advertising opportunities with street banners and trash can posters.**
 - Downtown banners and trash containers get great visibility with both drivers and pedestrians. Capturing the interest of people already frequenting the downtown is a smart way to attract them back for your event. We can coordinate these advertising spaces for a small fee. Please see the appendix for details and application forms.



Downtown Logistics

When organizing an event in the downtown it is your responsibility to coordinate all of the necessary logistics. Below are some of the most common needs.

Electricity: Access to power is available at the top of many downtown light posts on Center Street and Merchants Row. At the top of the posts you will find a standard outlet where you can plug in a power cord. In order to reach these outlets you will need a 12 foot ladder. The outlets cannot accommodate large equipment or several items

connected via a power strip. They are only to be used for powering lights, electronics and small equipment with a low power draw. Too much demand can knock out power for an entire street and possibly much of your event. Trust us, we've done it.

When in doubt, consider using generators or solar powered batteries. If you're having vendors at your event who will need power, please talk with them prior to the day of the event to ensure their needs can be reasonably accommodated. You could try to coordinate (in advance of your event, of course) use of power via a nearby business. We suggest this only if you have a friendly rapport with the business owner and the business will be open during the course of the event. However, we make no guarantees that businesses will be willing to offer this to you.

The City of Rutland maintains the power on the light poles. If you have specific questions regarding what you can and cannot power, please contact DPW. In the event that you lose power during your event, they are who

you will need to call. The DRP does not have access to breakers on the street and cannot assist you in an emergency.

Road Closures: Road closure requests are coordinated with the Department of Public Works. You will need to communicate your request through the Special Events Permit form several weeks in advance of your event. Please see the Special Events Permit section for further details and the attached copy of the permit.

Trash & Recycling: There are 29 trash and recycling containers located throughout all of downtown. They are maintained by Casella Waste and are emptied on a weekly basis. While they serve the purposes of day to day waste in the downtown, they may not be sufficient for accommodating your event as well. If you are expecting a high volume of attendees you should contact Casella and inquire about their portable containers that you can place strategically throughout your event. Place them near sources of waste, such as food.

Restrooms: Consider how many people your event will draw and where attendees will access restrooms. Downtown businesses do not all have public restrooms and as we have often been told before, those with restrooms do not appreciate having people come in only to use their facility. In fact, sometimes businesses decide to close during events simply because they don't want to deal with this specific and common issue.

Please consider hiring portable restrooms and situating them in out of the way areas that will not be disruptive. As for how many you should hire, consider how many people will attend your event, the duration of the event and if alcohol is being served. A portable restroom company can help you make the determination.

Also, renting restrooms is only useful if people know where to find them. Use clear signage to direct people towards the restrooms and help keep everyone happy.

Parking: One of the easiest places for parking downtown, especially during an event, is in the [LAZ Parking](#) garage located at 102 West Street. The garage is clean, safe and now open 24 hours/day. It may be accessed by car from West or Wales Street and by foot on Center Street, West Street and through the ASA Bloomer building at 88 Merchants Row (during regular business hours). You can buy your attendees vouchers that they can use when exiting the garage for free parking. Or get in touch and see what other opportunities LAZ might be willing to offer you.

Accessibility: It is important to consider if your event is accessible to individuals with disabilities. This may include handicap accessible restrooms, handicap parking spaces, ease of access into the event space and allowance of service animals, to name just a few. For all of the specifics, [this guide from the ADA National Network is an excellent reference](#). Locally, you can consult the Disabled Access & Advocacy of the Rutland Area group.





Cleanup: It is your responsibility to leave downtown in the same condition as you found it. Leaving downtown a mess will reflect poorly on your organization and will frustrate the city, the DRP and downtown businesses and property owners who will have to clean up after you. It could also jeopardize your ability to receive approval on locating future events in the downtown.

When planning the volunteer team for your event, don't forget to schedule a group to pick up and survey the area afterwards.

Special Events Permits

If you're looking to close streets, parks and other public spaces, then you'll need a Special Events Permit through the City of Rutland. The permit grants you official permission to put on the event and use the space. Although it is often believed that it is the DRP who grants permission, it is in fact the city.

A copy of the permit is included in this guide. It requires you to receive signatures of approval from the fire department, police department, department of public works and city attorney. Included with this permit you must also provide proof of

insurance that lists the City of Rutland as an additional insurer.

Don't forget to mention your specific needs on the permit, such as the requested timing of road closures or requested police presence. Note: some requests may come with a fee from the city.

After you have signatures from the four departments, the permit then needs to go back to the clerk's office. It will then be added to the agenda for an upcoming Board of Aldermen meeting for approval. The clerk's office can inform you of the date of that meeting, as it is a good idea to attend in case there are any questions.

If you hope to serve alcohol at your event, you will need additional approval and an additional permit. You should chat with the city clerk and/or State of Vermont Liquor Department before making any plans to see if your idea is permissible.

Rooms, Meals and Entertainment Tax

The City of Rutland has a 1% tax for any rooms, meals and entertainment services provided within the city. If you or vendors attending your event provide any of these services and charge a fee, they are subject to this tax and are required to pay this fee to the City Treasurer's office. As event host, you are required to inform your vendors about this tax and provide them with the tax application (see appendix). You should also provide the Treasurer's office with their contact info for following up. There are exceptions to the tax, so please review the form for details. You are not personally responsible for collecting the tax, just providing the information.

Downtown Business Involvement

When you bring an event into downtown you need to consider the businesses that are located here. Although you may already have obtained a special event permit, it is the businesses who will be most directly impacted by the outcome of your event. But we believe you can help make this a positive, rather than a negative, impact in a few ways.

- Inform businesses of your plans as early as possible, such as one to two months in advance. Leave behind a description of your event and include all of the pertinent details. If streets are going to be closed, Include a map of exactly which streets, where on the street (is it the whole street or just part of one?) and from what times. Employees and customers will need to go how to get in and out of a business well in advance of the day of your event.
- Leave behind your contact information and clarify that you are the person to get in touch with regarding the event. The DRP cannot speak on your behalf.
- Pitch creative ways in which a business may get involved in your event. But be considerate. Staying open late, setting up outside and other requests outside of the day to day operations may just not be feasible for some businesses with limited staff and resources.



- Listen to their thoughts and concerns. Your event could potentially disrupt one of the busiest days for a business and cost them hundreds or possibly thousands of dollars. But there may be simple ways in which you can accommodate their requests.
- Realize that just because your event may bring people into the downtown, does not mean that equates sales for businesses. Just think, if you're running a race, would you want to stop and do some shopping afterwards when you're sweaty and tired? Likely not.
- Please do not intentionally aggravate a business. If a business chooses not to participate in your event, that does not mean it is a good idea to place a competing vendor right outside their door.

Getting Started

Here are some of the most important steps we recommend to get your event off to a good start in downtown.

- Review this entire guide.
- Work through the event planning sheet we've included here or create one of your own.
- Contact the DRP to check on the timing of other downtown events and avoid conflict. Informing us from the start helps us communicate with businesses and inform others looking to plan events downtown.
- Obtain a special events permit and any other permits, as needed, with the City of Rutland.
- Start planning! Consider all of the logistics you may need, including those mentioned here.
- Once you have determined all of the details, send them to the DRP to add to their calendars.
- Talk with downtown businesses one to two months in advance, if not earlier. If you're having streets closed or planning to take up space in front of a storefront, let each of the businesses know your plans.
- Create a marketing plan. We can't emphasize this enough. You wouldn't believe how often we hear people say "we didn't know that was going on." Here are a few basic ideas to get started.
 - Create a Facebook event page.
 - Send press releases to local outlets.
 - Advertise in a variety of sources, including those geared towards your target audience.
- Establish a team of volunteers to carry out tasks the day of the event or the days leading up to the event. Create a task list and assign duties to each volunteer. Not sure where to find volunteers? Look to some of the larger local businesses who dedicate time to give back to the community. Or look to organizations who include volunteer work as part of their mission, such as church groups or rotary clubs.



EVENT PLANNING

Some planning suggestions we hope you'll consider

Your Goal: What is the purpose of this event? Are you raising money? Creating awareness? Something else? An event should always have a goal that is clear to everyone involved.

What: What is your event? What makes it unique? If there are already similar events happening, try thinking outside the box to get the most interest from the community. It should be fun, interesting and/or exciting! But be clear. A vague or confusing description and name will not resonate with people.

Who : There are many different types:

- Who is your target audience? Families? Young professionals? Seniors? "Everyone" is too broad.
- Who will participate? Are you having vendors? Asking downtown businesses?
- Who will volunteer to help? Look to businesses or organizations dedicated to volunteer work.
- Who can you partner with that can play an active role?

When: Timing is key. If you plan your event the same day as several other events, or in close proximity to another event, you may end up competing for people's time and energy. Look through community calendars, newspapers, school calendars, local theatre schedules and sport schedules and talk to organizations that keep calendars, such as the DRP and Chamber of Commerce. If you're planning to fundraise, consider who else may be fundraising at the same time. If you're targeting the same audience, you may want to reconsider to avoid competing for the same dollars.

Where: Community events are awesome! But they may have unintended impacts. Think about where your event is located and how it may disrupt the normal schedule of business for others. Also keep in mind important logistics, such as where will attendees park, if the space accommodate the anticipated crowd, the location of restrooms and the accessibility for all. Don't forget safety, either!

Budget: Establishing a budget is a great idea. What will your event cost to put on? Think rental fees, entertainment, supplies, giveaways and advertising. Then consider opportunities to generate income. Think sponsorships, and participation fees.



Marketing Strategy: Half the battle of a good event is getting people to know about it and convincing them to care. Brainstorm all the possible outlets you can promote your event, including free or in-kind options. Newspapers, social media, radio, television, flyers and various digital platforms are all options. Go back to your target attendees then think of where you can best reach them.

Timeline: Planning a successful event takes time and organization. Professional event planners suggest 3-6 months for a single day event or up to 9-12 months for a major event or fundraiser. Plan out committee meetings between now and your event and detail due dates for various aspects, such as sponsorship commitments and press releases.

Day of Strategy: Take into account logistics such as setup, check-in, troubleshooting and cleanup. Assign roles for your volunteers ahead of time and make sure everyone knows their responsibilities.

Post Event: Be sure to thank everyone involved, both with personal thank you cards and publicly in some fashion. Have a debrief session and record notes for future planning.

Thanks to Karen Nevin at Revitalizing Waterbury (revitalizingwaterbury.org) for sharing many of these event planning ideas!

EVENT PLANNING WORKSHEET

NAME OF EVENT:

GOAL/PURPOSE:

EVENT DESCRIPTION:

WHEN:

WHERE:

PRIMARY PLANNER:

PARTNERS:

TARGET ATTENDEES:

FUNDING (INCOME/EXPENSE):

TIMELINE:

NEXT STEPS/TO DO'S

ADDITIONAL RESOURCES & CONTACT INFO

The following are a few local recommendations for services and support. The list is neither comprehensive nor an endorsement of any particular business. It is your responsibility to contact and communicate about your event.

City Clerk's Office

802-773-1800

Department of Public Works

802-773-1813

Rutland City Fire Department

802-775-0005

Rutland City Police Department

802-773-1816

City Treasurer's Office

802-773-1800

Downtown Venues & Conference Rooms

Community College of Vermont: 802-786-6996

GMP Energy Innovation Center: 802-770-4088

Heritage Family Credit Union: 888-252-8932

Merchants Hall: 802-855-8081

The Bakery Annex: 802-775-3220

The Palms: 802-773-2367

The Paramount Theatre: 802-775-0570

Trinity Church: 802-7775-4308

LAZ Parking

802-855-8710

Event Planners

Ghostwriters Communications: 802-747-7900

The Event Sisters: 518-852-1133

Trash and Recycling

Casella Waste: 802- 282-4304

Restroom Rentals

Hubbard's Septic and Portable Restrooms:

802-773-2045

Preferred Restrooms: 802-558-8955

Chair, Table and Tent Rentals

Celebration Rentals: 802-247-0002

Vermont Tent Company: 802-863-6107

Sound, Stage and Lighting

Atomic Professional Audio: 802-775-5550

Banners/Posters/Printing

Awesome Graphics: 802-773-6143

Green Screen Graphics: 802-773-0683

Quickprint: 802-775-1029

Accessibility Information

VT Center for Independent Living (Rutland): 802-779-9021

City of Rutland, Vermont

Special Event Permit Application

Name/Title of Event: _____

Date of Event: _____ Time From: _____ Time To: _____

Description of Event: _____

Location of Event: _____

Contact (Name or Organization): _____

Mailing Address: _____

Contact Name & Number on Day of Event: _____

Use of City Streets or Sidewalks Requested? Yes No (if yes attach a 8 ½ x 11 map indicating area dimensions)

Street Closing Requested? Yes No (if yes indicate areas to be closed with a map...you are responsible for notifying adjacent property owners)

Sponsor agrees to arrange for cleanup immediately after event is over

Sponsor agrees to pay all costs incurred including any overtime payroll expenses

****PROOF OF INSURANCE IS REQUIRED WHEN SUBMITTING THIS APPLICATION**** (see City Attorney for questions)

ADDITIONAL REQUIREMENTS:

- 1) If location of event includes a City Park, permission must be obtained from the Recreation Superintendent
- 2) If articles (including refreshments) are to be sold or funds solicited, a separate license must be obtained from the City Clerk
- 3) If alcohol will be served, a Catering Permit must be obtained from the Rutland City Board of Control Commissioners and the Vermont Department of Liquor Control

By signing below sponsor agrees to adhere to all conditions and responsibilities regarding this event permit

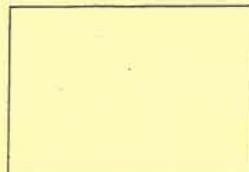
Signature of Authorized Representative of Sponsor

Date of Signature

Additional Information on back of this application needs to be completed before submitting to the City Clerk

Completed application will be submitted to the Rutland City Board of Aldermen c/o Rutland City Clerk at least 30 days prior to the proposed event

Approved by the Board of Aldermen



PRELIMINARY APPROVALS

List services agreed upon by sponsor and department head and any conditions imposed in the appropriate block.

Police Department
(Security, Crown Control, Traffic Control)

Public Works Department
(Drop off/pick up barricades, etc.)

Signature: _____

Signature: _____

Chief of Police

Commissioner of Public Works

Fire Department
(Fire Lanes, etc.)

City Attorney

Sponsor must supply a Certificate of Insurance naming the City of Rutland as an additional insured in a form and in an amount acceptable to the City Attorney.

Amount of Insurance required: \$ _____

Certificate provided as required.

Signature: _____

Signature: _____

Fire Chief

City Attorney

Superintendent of Recreation and Parks
(if using City Parks)

Signature: _____

Superintendent of Recreation and Parks

PERMIT

BOARD OF ALDERMEN

Based upon the information and approvals contained in this application and attachments hereto, the requested special event is approved by the Rutland City Board of Aldermen subject to any conditions noted above or attached.

Date: _____

By: _____

President

copy of Approved Permit to:
Police Dept, Fire Dept, Public Works, City Attorney, Recreation Director & Permittee



**CITY OF RUTLAND
OFFICE OF THE TREASURER**

**ROOMS, MEALS and ENTERTAINMENT
Tax ID Application**

Tax ID issued: _____ (for office use only)

Name of Owner: _____

Any Trade Name Employed: _____

Authorized Agent for Service of Process: _____

Telephone Number: _____

Business Inception Date: _____

Taxable Business in Which Engaged: _____

Location of Business: _____

Mailing Address: _____

Federal ID#: _____

I hereby authorize the State of Vermont, Department of Taxes, to release any and all rooms and meals tax forms and other information submitted to it by the above named business to the City of Rutland upon request.

Signature of Owner or Officer

Date



**CITY OF RUTLAND
OFFICE OF THE TREASURER**

**ROOMS, MEALS and ENTERTAINMENT
Tax ID Application**

Name: _____ City Tax ID#: _____

Taxable Period: _____ Return Due Date: _____ Fed. ID#: _____

RECEIPTS TAXES AT THE RATE OF 1%

1. Taxable meals from line 1(C) and 3(C) of State form MR-441
(Please attach a copy of MR-441) _____
2. Taxable Rooms from line 2(C) of State form MR-441 _____
3. Taxable Entertainment _____
4. Total Receipts Taxes at 1%
(Add lines 1, 2 and 3 above) _____
5. Taxes owed for receipts taxed at 1%
(Multiply line 4 by .01) _____

I hereby certify that this return has been examined by me and to the best of my knowledge and belief, is a true, correct and complete return.

Signature Title Date

**Checks should be made payable to the
City of Rutland and mailed with this form to:**

City of Rutland Treasurer's Office
Attn: RME Tax
P.O. Box 969
Rutland, VT 05702-0969

Form # RMETAX

FOR OFFICE USE ONLY	
Date Paid	_____
Check #	_____
Cash	_____
Amount Paid	_____

****NOTICE OF TAXES DUE****
CITY OF RUTLAND
ROOMS, MEALS and ENTERTAINMENT TAXES

On May 7, 2001, the Rutland City Board of Alderman adopted a local Gross Receipts Tax on Rooms, Meals and Entertainment, which shall go into effect on July 1, 2001. The ordinance provides for a 1% tax on the gross receipts of Rooms, Meals and Entertainment within the City. This tax is due and payable each and every month, with the first payment for taxes accruing in July 2001 and due no later than August 31, 2001.

****THIS IS NOT THE STATE ROOMS AND MEALS OR SALES TAX****

This is a wholly separate tax on business occupation authorized by the Charter of the City of Rutland. While in a great many instances, this tax will overlap with certain state taxes; this tax is payable to and administered by the City of Rutland. Here are some of the differences:

- You are not required to separately state the City tax. How you price your goods or services is entirely up to you. You may elect to include the City tax in your general prices structure, or you may itemize it on the customer bill.
- Your tax will be paid directly to the City on a monthly basis on a simple return form, which is available at the City Treasurer's office.

The records of the City of Rutland indicate that you are engaged in business activities, which are or may be taxable under this ordinance. This notice is being sent to inform you of your obligations under this new City tax ordinance. This notice is being sent to inform you of your obligations under this new City tax ordinance and to inform that you should obtain an application for the City Taxpayer Identification number from the City Treasurer's office. A copy of the tax ordinance may be obtained from the City Clerk's office. The following is a summary of the major provisions:

MEALS – 1%

The 1% meals tax is to be paid on the value of meals and beverages you sell. If you pay a tax to the State of Vermont for a meal, you owe the tax to the City for that meal. Beverage include alcoholic beverages.

The Tax Return Form that the City requires you to use has you put on it the numbers from your State tax return.

ROOMS – 1%

The 1% rooms tax is to be paid on the value of the rooms you rent. If you pay a tax to the State of Vermont for a room, you owe the tax to the City for that room.

The Tax Return Form that the City requires you to use has you put on it the numbers from your State tax return.

ENTERTAINMENT – 1%

The entertainment tax applies to entertainment of every kind exhibited for money, including but not limited to; circuses, fairs, plays, motion pictures, public dance halls, carnivals, theatres and stage shows, shows and films and charges for the use of pool halls, skating rinks, billiard tables, bowling alleys, arcades, electric amusement devices, mechanical amusement devices, or the use of other places of amusement; or of amusement devices including coin machines, video tapes, VCR players, DVD's, DVD players, movies of whatever nature, CD's, games players, of whatever nature and of whatever name and character.

EXCLUDED FROM THE ENTERTAINMENT TAX

Entertainment provided by educational and non-profit institutions or organizations or wholly for charitable purposes.

For questions or further information, contact:

Penny Stein, Account Clerk
Rutland City Hall
P.O. Box 969
Rutland, VT 05702-0969
773-1800



OUTSIDE CONSUMPTION PERMIT

Application Fee \$20.00

Name of Licensed Premise (Corporation/Partnership/Individual, d/b/a)

d/b/a

Address _____ Town/City _____

License Number _____ Email or Fax # _____

Outside consumption would be in the area described below: (describe fully, including size, physical barriers, etc.)

Please remember that this outside consumption permit is an extension of your license to serve alcohol beverages, and that the same rules apply in this area as do in the regularly licensed premise area.

Outside Consumption time period (hours) from _____ to _____

Permanent Use (Permanent use will be considered year round use)

Occasional Use

Day(s) Requested _____

Hours Requested _____

Signature of Licensee _____

OUTSIDE CONSUMPTION PERMITS MUST FIRST BE APPROVED BY YOUR TOWN/CITY CLERK

Please check one: _____ Approved _____ Disapproved

Town/City Clerk Signature _____



Downtown Banner Application

Phone: 802-773-9380

Address: 48 Merchants Row, Rutland, VT 05701

Email: speters@rutlanddowntown.com

Thank you for your interest in hanging a banner in Downtown Rutland to promote your event or organization! We have three possible locations across downtown streets that are subject to availability on a first come first serve basis. **If you have a specific date and location in mind for hanging your banner, please get in touch with us FIRST to see if we have the availability.** Then, carefully review all of the requirements below before having your banner printed, signing the agreement and submitting your application. Please let us know if you have any questions. We're happy to help!

Banner Specifications

1. **Size:** Banners should be 24 feet long and 3 feet high.
2. **Material:** Banners must be strong enough to withstand the strong winds that blow through downtown streets. The best composition of banner material is a mesh banner with the message sewn on in solid fabric or a heavy vinyl banner with many wind cuts. Banners intended for interior use are not allowed, as they can tear or fall down.
3. **Additionally:** Your banner must have grommets (holes) cut at the top and bottom in order for it to be hung. You must also provide 3 inch metal clips that are inserted into each of the grommets so that it can be easily hung.

Please communicate all of the above details with whoever prints your banner. Unfortunately, we cannot cut grommets, provide clips or hang your banner if it's the wrong size or printed on inappropriate material.

Additional Requirements:

4. **You must provide a certificate of insurance before we can hang your banner.** The certificate must name the Downtown Rutland Partnership as the certificate holder and it must carry one million dollars in liability in the event that the banner or its hardware dislodges and injures people or property. Your insurance company can provide this certificate. We absolutely cannot hang your banner without this.

5. **There is a \$100 fee, per week, for hanging a banner.** We realize that many of our banner applicants are nonprofits with limited budgets. We understand this, because so are we. We have to hire out the hanging of the banners and the remaining funds are one of the few ways in which we raise additional money for marketing, events, business development and streetscape beautification for the downtown. We'd love not to have to charge a fee at all, unfortunately, that's not an option. *Please submit payment with your completed application and make checks payable to the Downtown Rutland Partnership.*

PLEASE NOTE: We do our best to work with you on fulfilling your requested location and dates for your banner to be hung and taken down, but we cannot make any guarantees. Typically, we will hang your banner a couple of days prior to your requested date and take them down a few days after your requested take down date. This is dependent on factors such as weather and availability of our hired team. However, we will only ever charge you for the period of time you requested on this application. At times, we may keep banners up until our next scheduled hanging in order to reduce labor costs.

DOWNTOWN BANNER APPLICATION

Organization Name _____

Contact Person _____

Mailing Address _____

Phone # _____ **Email Address** _____

Desired date to hang banner _____ **Desired date to take down** _____

Desired location: Merchants Row Center Street Washington Street

*****Please note: Location and dates are subject to availability. Please contact us before submitting this application to check our availability.*****

Total number of weeks requested _____ **Total payment at \$100/week** _____

Banner Checklist

- Review the banner requirements and application.
- Contact the DRP to check on availability for hanging.
- Order banner with a printer at the specifications outlined above, including grommets and clips.
- Obtain a certificate of insurance from my insurance company.
- Drop off the banner, certificate of insurance and banner fee to the Downtown Rutland Partnership at least one week prior to the desired hanging date. Call or email to confirm a drop off time.

I understand the Downtown Rutland Partnership's Banner Requirements and agree to abide by these terms as set forth in this application. I understand that if I fail to meet the requirements outlined here that the DRP may be unable to hang my banner.

Authorized Signature: _____

Organization Name: _____

Date: _____



ADVERTISING CONTRACT TRASH CAN INSERTS

Downtown Rutland Partnership • 48 Merchants Row • 802.773.9380 • speters@rutlanddowntown.com

Customer name: _____

Number of inserts: _____

Number of months: _____

Preferred start date: _____

**See second page to indicate preferred can locations if applicable.*

Customer Signature: _____ Date: _____

Downtown Rutland Partnership Rep: _____ Date: _____

*Please send payment in form of cash or check to:
Downtown Rutland Partnership • 48 Merchants Row • Rutland, VT 05701*

DETAILS

SIZING

Artwork must be **20.5" wide by 27.5" tall** with **1/2" additional bleed** on all 4 sides plus no text within **1" margin** to avoid being cropped.

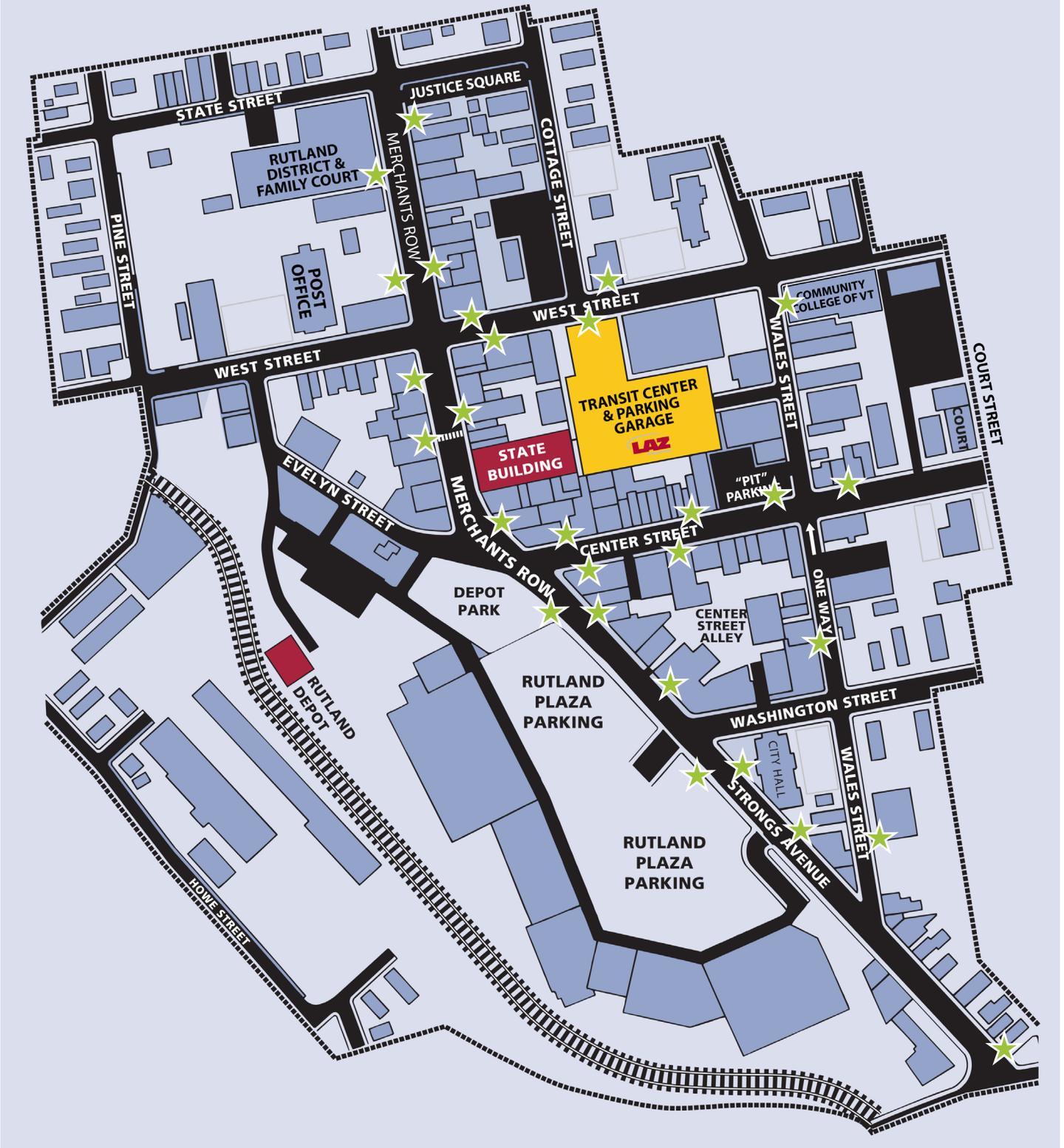
REQUIREMENTS

Printed inserts must be delivered to the Downtown Rutland Partnership, who will then install for the allotted time and remove at the conclusion.

COST BREAKDOWN

# of inserts	2 mos.	4 mos.	6 mos.	1 Year
10	\$50	\$100	\$150	\$200
15	\$75	\$125	\$175	\$225
20	\$100	\$200	\$300	\$500
40	\$150	\$300	\$450	\$600

CAN LOCATIONS



If you have special requests regarding your insert locations, please **circle** these locations and indicate any details below. Location fulfillment will be dependent upon availability.
