

## **Santee's Hometown Heroes Banner Policy**

### **Purpose:**

This Hometown Heroes Banner Program Policy ("Policy") is intended to establish guidelines for the City's exhibition of City banners ("Banners") on the City light poles along the Veterans Memorial Bridge (Mast Blvd Bridge: Between Pebble Beach Drive & Fanita Parkway) and Weston Road and Carlton Hills Boulevard ("Light Poles"), and for the City's operation of a City Hometown Heroes webpage ("Webpage"), each of which will feature a qualifying veteran or servicemember connected to Santee who has served, is currently serving, or given his or her life in service in the United States Armed Forces ("Honoree").

The City's Light Poles, Banners, and Webpage are not intended to serve as forums for free expression by the public. The Banners set forth in this Policy may be displayed by the City on the Light Poles as an expression of the City's official sentiments, and the Webpage may be maintained by the City as an expression of the City's official sentiments. The City desires to use each of these locations solely to express its support for veterans or servicemembers connected to the City who are serving, have served or have given their life in service in the United States Armed Forces, its support for the City community, City residents, and City history, and its support for the United States Armed Forces, consistent with this Policy.

The City Manager or designee is responsible for proper execution of this Policy.

### **Banners:**

The Banners will feature the faces of selected Honorees who meet all criteria below, following submittal of a complete application, compliance with this Policy, and City final approval. The City will create the Banners and display the Banners on its Light Poles.

City will install Banners three times a year on a four-month cycle, or as otherwise determined in the sole discretion of the City Manager or designee. Cycles listed below:

Cycle A: November – February

Cycle B: March – June

Cycle C: July – October

After the four months cycle the banners will get moved off the Veterans Memorial Bridge and onto Light Poles between West Hills Parkway and Carlton Hills Boulevard. The banners will be on display for a year total including the four months on the Veterans Memorial Bridge.

Banners are solely property of the City. The City may alter, remove, replace, or take other actions with respect to the Banners at City's discretion to fulfill the purposes of this Policy.

Unauthorized materials obstructing Banner locations on Light Poles, or otherwise inconsistent with applicable laws or policies, will be removed from the Light Poles.

### **Banner Style**

Banners will include a full color, double-sided (24" width x 72" height) image of the selected Honoree, will include their name and military branch, and will include the City's logo.

### **Webpage:**

The Webpage will feature approved Honorees who meet all eligibility criteria below, following submittal of a complete application, compliance with this Policy, and City final approval. Specifically, the City's Webpage will include a full color image of the selected Honoree, and will include their name and military branch. The City may feature Honorees on the Webpage indefinitely.

The City may alter, remove, replace, or take other actions with respect to the Webpage and Webpage Honoree features at City's discretion to fulfill the purposes of this Policy.

**Honoree Eligibility:**

The eligibility of an Honoree, and the validity of an application, are contingent on several requirements.

To be eligible for City consideration, an applicant must demonstrate to the City's satisfaction that the Honoree is an active-duty servicemember, or is or was a veteran who was honorably discharged from, or who gave their life in service of, the US Armed Forces (limited to the Air Force, Army, Coast Guard, Marine Corps, Navy and Space Force).

Furthermore, the applicant must also demonstrate to the City's satisfaction that one of the following is true:

- The Honoree is currently, or was at one time, a resident of Santee; or
- The applicant applying on the Honoree's behalf is a current resident of Santee; or
- The Honoree works in Santee or owns and operates a business in Santee; or
- The applicant applying on the Honoree's behalf works in Santee or owns and operates a business in Santee; or
- The Honoree is part of the City adopted Marine Units (HMH-462 or 2<sup>nd</sup> Battalion, 1<sup>st</sup> Marines).

The City will require proof of eligibility. Please see the list of allowable forms of proof of eligibility below in the Mandatory Initial Application Materials to Obtain Tentative Approval.

Eligibility is also conditioned on the Honoree having no history of criminal convictions of violent felonies as defined by California Penal Code 667.5 or equivalent offenses in other states.

If any of the above criteria for eligibility are not adequately demonstrated, the City shall remove the application from the City's consideration, return any application materials submitted by the applicant, and notify the applicant. Amendments to applications are not permitted, applicants must resubmit their application for reconsideration.

If at any point, including after approval, the City discovers that these criteria for eligibility are not satisfied, the City may remove all materials and items featuring that Honoree.

**Applications:**

Applications will be reviewed on a **first-come, first-served basis**. Applications must contain all application materials and conform to all requirements as specified below; City will not review incomplete applications. Applications are accepted throughout the year, however the cutoff period for each cycle will be a month prior to that cycle to allow enough time to produce the banners.

Cycle A: November – February (Cutoff October 1)

Cycle B: March – June (Cutoff February 1)

Cycle C: July – October (Cutoff June 1)

**Mandatory Initial Application Materials to Obtain Tentative Approval:**

1. Digital Photographs:
  - a. Photo resolution must be 300 dpi or higher.
  - b. Official military or professional/in uniform portrait is required.
2. Proof of Eligibility:
  - a. Connection to City (all copies of proof must also be dated within the last 60 days to show it is current):
    - i. The Honoree's or applicant's proof of Santee residency (i.e., copy of driver's license or utility bill).
    - ii. The Honoree's or applicant's proof of owning a business in Santee (i.e., copy of a Santee Business License).

- iii. The Honoree's or applicant's proof of working in Santee (i.e., copy of a pay stub).
- iv. The Honoree's proof of serving in the City's adopted Marine Units HMH-462 and 2<sup>nd</sup> Battalion, 1<sup>st</sup> Marines (i.e., confirmation from the Deployment Readiness Coordinator or Commanding Officer).
- b. Certification of Criminal History
- c. Verification of Military Status:
  - i. Copy of Honoree's DD214 (Honorable Discharge)
  - ii. Other Documentation of Veteran or Active-Duty Status
3. Honoree's Information:
  - a. Name
  - b. Rank
  - c. Branch of Service
  - d. Service Dates
4. Completion of additional forms, agreements, and acknowledgments as the City Manager or designee may require.

### **Tentative Approval and Additional Requirements for Final Approval**

If the City deems the application to be complete and consistent with this Policy and its purposes, and deems the Honoree to be eligible, the City will:

1. Notify the applicant of the City's tentative approval, and of the timing required for applicant to fulfill the below requirements for City final approval;
2. Require the applicant and/or Honoree to submit (a) the mandatory Terms and Conditions, Release, and Indemnification signed by the applicant, and (b) the Honoree Photo and Other Media Consent and Release if Honoree is not deceased or legally incapacitated, in addition to any additional forms, agreements, and acknowledgments as may be required by the City Manager or designee prior to final approval;
3. Require the applicant to pay a Program Fee of \$200 (to cover the printing of the Banner, the installation and removal of the Banner, and City staff time for processing the application); and
4. After satisfaction of the above requirements for final approval, give final approval.

If an applicant and/or Honoree fails to pay the Program Fee or to complete all additional forms, agreements, or acknowledgments required by the City Manager or designee within the time specified in City's notice to applicant of City's tentative approval, the City may refuse to give final approval.

If City deems the application to be incomplete or otherwise noncompliant with this Policy or the City's purposes for the program, the City shall remove the application from the City's consideration, return any application materials submitted by the applicant, and notify the applicant. Amendments to applications are not permitted, applicants must resubmit their application to be reconsidered.

An applicant given a City final approval will be mailed or emailed a notification letter of when, what cycle and where the Banner will be installed. Each cycle of the program is intended to run a minimum 4 months or for a maximum of a year; at the end of that time period, the City may donate the retired Banner to the Honoree or applicant. Otherwise, the City of Santee may keep or recycle the Banner.

### **Additional Banner Cycle Requests - Requirements & Restrictions**

Applicants have three options for what happens to their banner after their cycle ends:

1. The Applicant's banner will be, by default, removed from display at the end of their cycle and available for pick up at Santee City Hall, Building 1 (10601 Magnolia Ave., Santee CA).

2. Applicant can request/apply for\* their banner to be on display for another year (not on Veterans Memorial Bridge) for no additional cost. The City of Santee cannot guarantee longevity of the banner. If the banner quality deteriorates and becomes unable to be displayed, the City will remove the banner.
3. Applicant can re-submit\* their hero for the next available banner cycle, which would include a banner reprint. The banner would be displayed, once again, on the Veterans Memorial Bridge for 4 months and between West Hills Parkway and Carlton Hills Blvd for another 8 months. The fee for Option 3 is not to exceed \$200, which covers the cost of installation/removal and printing.

Applications will be considered on a first-come-first-served basis and based on availability. Re-applicants will not be given priority over other applicants.

\*Re-Application must be made at least a month prior to the display cycled desired.

### **Banner Damage**

Should an applicant's banner be damaged by forces of nature and the applicant wishes the banner to be re-installed, the applicant must:

Pay the cost of re-installation and removal (not to exceed \$100).

Cover the cost to re-print the banner (not to exceed \$100).

Space is limited, and the City reserves the right to cap the number of applications. For more information, call (619) 258-4100.