



Town of Mammoth Lakes
Parks and Recreation Department
P.O. Box 1609
Mammoth Lakes, CA, 93546
Ph: (760) 965-3690
Fax: (760) 934-7493

COMMUNITY BANNER PROGRAM - ADMINISTRATIVE USE POLICY

The Town of Mammoth Lakes has established an administrative policy for the use of the “Special Event Community Banner Space” (referred to as the Community Banner Program) located on the corner of Old Mammoth Road and Main Street (SR 203). The Community Banner Program is dedicated specifically for “Town of Mammoth Lakes and Town Sponsored Community event signs” per [Subsection 17.48.090N.2](#) of the Town of Mammoth Lakes Municipal Code. Under the Municipal Code, the authority to place a Community Banner on the site is subject to the approval of the Parks and Recreation Director and/or the Community and Economic Development Director. The site is located within the public right-of-way, which requires specific authority for the sign program to be effective.

Priority Use of the Community Banner

Use of the Community Banner is limited to the following two uses, in priority order:

1. Primary - The promotion of governmental agency-owned/operated community programs, events, or emergency information.
2. Secondary - The promotion of Town of Mammoth Lakes-sponsored community events.

Community Banner Requirements and Approval Process

- To qualify for use of the Community Banner, an event or program must be sponsored by the Town of Mammoth Lakes.
- To be considered a Town of Mammoth Lakes-sponsored community event, the event must be approved by the Town and must be, at minimum, partially funded by the Town.
- The applicant may be required to submit and receive a Town of Mammoth Lakes Administrative Special Event Permit for community events. Please contact the Parks and Recreation Department to determine whether an Administrative Special Event Permit is required.
 - The application can be found [here](#).
- The applicant is also required to submit and complete the Temporary Sign Permit application form a minimum of 30-days prior to placement for approval.
 - The application can be found [here](#).

Community Banner Placement

- Banner placement is limited to a maximum 7-day consecutive period, from Monday to Sunday, unless alternative period(s) are approved in writing by the Town.
- Town staff will manage the scheduling of banners on a calendar. Please contact Town staff at (760) 965-3690 for additional information or questions regarding your time period.
- Town staff can assign an agency or event representative for the installation and removal of the banner as per the approved calendar dates.



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- On multiple event dates, Town staff may require Town sponsored community events to coordinate and share the placement of the space to provide equitable time periods.
- The applicant is responsible for providing the Town with a banner that meets the following requirements:
 - Banners must be dropped off at the Town Parks and Recreation office at least one business day prior to installation, unless permission has been assigned to an event representative to place the banner during the approved calendar dates.
 - Banner sizes can be up to 6 feet high and 15 feet long.
 - Perforated banner material is preferred that includes eyelets around the perimeter of the banner to firmly secure it to the banner frame.
 - Banners provided to the Town not meeting these requirements will be returned.
 - Banners installed by the event organizer not meeting the requirements will be removed.
 - Banners will be removed by the Town if they exceed the approved calendar dates.

Banner Use Conditions

1. In consideration of use of the Community Banner Program, signatories, applicants, participants, volunteers, and property owner(s) hereby indemnify, hold harmless, waive, release, and discharge in advance, the Town of Mammoth Lakes, including their officers, agents, servants, volunteers and employees, from any and all claims for liability, including, but not limited to, damages of death, bodily injury, personal injury, and property damage, which may have or which may hereafter occur as a result of said activity, even though that liability may arise out of negligence or carelessness on the part of the persons or entity named above and even if such persons and entity are otherwise strictly liable.
2. The Community Banner Program is solely managed by the Town of Mammoth Lakes and is not intended to function as a public forum.
3. Banners not meeting the requirements of this policy will be removed.