

# CITY OF FORT PIERCE

## MILITARY HOMETOWN HERO BANNER PROGRAM

### POLICIES AND GUIDELINES

#### About the Program

The City of Fort Pierce's Military Hometown Hero Banner Program provides the opportunity for the community to recognize and honor its residents who have served or are currently serving in the United States Armed Forces. The Military Hometown Hero Banner will be displayed on City-owned streetlight poles and will promote civic pride. To allow for a coordinated and consistent program, the City of Fort Pierce has established the following policy and guidelines for the Military Hometown Hero Banner Program.

#### Guidelines and Eligibility

1. The Honoree must be an active, retired, or honorably discharged member of the United States Armed Forces service branches (Air Force, Army, Coast Guard, Marines, Navy, and Space Force) or the National Guard or Reserves.
2. The Honoree must be a current or past resident of the City of Fort Pierce.
3. Proof of the following eligibility requirements will be required before an application is considered complete:
  - Proof of residency (e.g., copy of utility bill or driver's license) of the Honoree.
  - Proof of military service dates and status (e.g., DD 13 – Statement of Service or an Active Armed Forces Identification Card).
  - If no longer active duty, honorable discharge or retirement papers with SSN redacted (e.g., DD 214 – Certificate of Release or Discharge from Active Duty).
  - High-resolution digital image (minimum 300 dpi) in jpeg format or 5x7 high- quality photograph of Honoree in official uniform (with no objects). Photograph will be returned.

#### Application and Sponsorship

1. A written application for the placement of a banner must be completed on a form provided by the City of Fort Pierce.
2. A banner fee of \$100 must be paid within 15 days of approval.
3. The Honoree must consent to the banner if the Honoree is living.
4. An applicant may be recognized as a sponsor on the banner. If the applicant wishes to be recognized as a sponsor, the applicant must indicate on the application the name by which the applicant wishes to be identified. (The City of Fort Pierce reserves the sole right to determine and include sponsor recognition due to all issues to include space limitations.)

#### Banner Locations

1. Available space is determined on a first-come, first-served basis amongst qualified applicants.
2. All banner locations shall be determined solely by the City of Fort Pierce and are subject to change.
3. Currently, the City of Fort Pierce has designated Veterans Memorial Park, located at 600 Indian River Drive.

### Display Period

1. The banners will be displayed from November 1 to June 1 of each year and will be displayed for two (2) consecutive years, or until the banner starts to show deterioration.
2. At the end of the term, City of Fort Pierce staff will contact the applicant to offer them the banner. All banners that remain unclaimed after 30 days from removal will become the property of the City.
3. In addition to the pole banners, the City of Fort Pierce may also display the banner images on the City of Fort Pierce's website and/or social media accounts.

### Banner Style and Display

1. The specifications and design of the banners are at the sole discretion of the City of Fort Pierce and can be modified at any time.
2. Currently, the City of Fort Pierce has determined the following specifications for the banners:
  - a. Double-sided, vinyl, weatherproof
  - b. 18" x 36"

### Procedures

1. The Military Hometown Hero Banner Program application may be obtained from the City of Fort Pierce's website at [www.cityoffortpierce.com](http://www.cityoffortpierce.com) or you may contact the **Public Works Department at 772.467.3794** to have one emailed or mailed.
2. Applications are accepted year-round, and every effort will be made to have banners installed by November 1 of each year. However, this is at the sole discretion of the City of Fort Pierce and is based on the availability of staff, resources, and scheduling for installation and removal.
3. A waiting list shall be established based on the date a completed application is received in the Public Works Department. For an application to be considered complete, all supporting documentation must be received and verified by the City of Fort Pierce. In addition, full payment for the banner must be received by the City of Fort Pierce within fifteen (15) days of approval.
4. Applicants will be notified by staff once an installation date has been determined.
5. At the end of the banner display period, staff will contact the applicant to offer them the banner. All banners unclaimed within thirty (30) days of removal will become the property of the City of Fort Pierce.

### Waiver and Limitations

1. The City of Fort Pierce is not responsible for replacing banners that are stolen, damaged, or destroyed due to age, vandalism, or any acts of nature, including high winds.
2. Any loss or damage to an installed banner will be handled at the discretion of the City of Fort Pierce.
3. The City of Fort Pierce reserves the right to not install a banner at its discretion or if the Military Hometown Hero Banner Program's requirements are not met.