



Banner Program Resource Guide

330 Jackson St.
Helena, MT 59601
406-447-1535

<https://downtownhelena.com/business-improvement-district/>
<https://www.facebook.com/HelenaBID/>

May 2018
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Revised 4/1/2025

Banner Program Overview

HBID has a summer and winter set of banners that we hang on poles around the district. Through this program, organizations can purchase their own banners and pay HBID to hang and fly them. These banners replace the standard banners in a specified area and time to promote cultural, entertainment, artistic, and sporting events, or other special events or attractions.

Fees under the program are for banner change out and hardware maintenance. Any funds exceeding the cost of the program belong to HBID.

HBID's banner program:

- Identifies the Downtown service area
- Activates the public space
- Adds color and vitality to the Downtown streetscapes
- Publicizes a diverse range of events, activities and attractions that draw people into Downtown Helena

Eligibility

The banner program is not approved for advertising private events or businesses. Eligibility priority is:

1. First priority: Banners that promote an image of Downtown Helena or publicize an event in the HBID.
2. Second priority: Banners that promote public/community events or activities not exclusively in HBID, but that will likely bring people downtown.
3. Third priority: Citywide special events or activities open to the public.

To Participate:

First, contact the Executive Director of Helena Business Improvement District to discuss the program. In consultation with the director, participants can choose how many banners to include and where they will hang. The director will provide pricing based on how many banners are flown for how long.

Alysia Ryan
director@helenabid.com
(406) 447-1535

Participant Responsibilities

- Provide a design for review and approval.
- Order and pay for the banners.
- Store the banners when not on display.

HBID Responsibilities

- Reviewing/approving banner designs.
- Installing and removing banners.
- Providing quality control.

Banner Construction Specifications

Canvas printed banners typically last 5-7 years while vinyl digitally printed banners last from 1-3 years. Applicants who wish to use the banner program are required to schedule a drop off and pick up of their banners. All banners must be the correct size before hanging. Each banner must have grommets installed to keep banner from falling during high winds.

Standard (large banner size): 94” x 30”

Medium Banner size (GNTC): 60” x 29.5”

Small banner size: (Last Chance Gulch 300-400 blocks, and nearby): 25.5” x 15”

Banner Design Guidelines

Street banners are different from most graphic designs. They are generally viewed quickly or from a distance. Therefore, the message needs to be conveyed rapidly. A small number of design elements, bright, contrasting colors, and large clear typography are common elements of successful banner designs.

Program Costs

Administrative fee: \$200

Change out price (this includes installation, take down, flying fee): \$35/pole or unless specified on “Chart A” below. Zones of high demand are priced accordingly.

Applicants must buy out the whole zone, not just select poles.

All fees must be paid to HBID in full prior to installation.

Chart A

Pole and Street Zone (Choose the zone(s) where you want your banners to hang. This cost is for installation, fly time, and removal.)		
Zone 1: Last Chance Gulch (Euclid to Placer)	Zone 2: Last Chance Gulch (Placer to Sixth)	Zone 3: Fuller Ave.
All Standard Size	*All Small Size*	*All Standard Size*
21 poles @ \$35 = \$735	31 poles @ \$45 = \$1,395	17 Poles @ \$45 = \$765
Zone 4: Park Ave.	Zone 5: Neill Ave.	Zone 6: Cruse Ave.
All Standard Size	*All Standard Size*	*All Standard Size*
16 poles @ \$45 = \$720	11 poles @ \$35 = \$385	14 poles @ \$35 = \$490
Zone 7: Broadway	Zone 8: Lawrence	Zone 9: Sixth Ave
All Standard Size	*2 Standard, 3 Small*	*9 Standard, 1 Small*
10 poles @ \$35 = \$350	5 poles @ \$35 = \$175	10 poles @ \$35 = \$350
Zone 10: Great Northern Town Center (GNTC)		
Standard and Medium		
28 poles @ \$35 = \$980		

Discount

The Helena Business Improvement has two seasonal banners. The goal is to put those banners up in May and October. Any organization that also chooses to put their banners up or down in either May or October can apply a 15% discount to their total. The 15% discount will work for either month but can only be applied once.

Cost Calculation

To calculate your total cost please use the formula below.

(Administration Fee \$200) + (Total Price of Zones desired) = Total

If you are putting up or taking down your banners in May or October, take 15% off your total.

Approval Process

Applicants must submit the design of banner at least one month prior to reservation date for approval. (Please note, this requirement does not apply to applicants who have utilized the banner program in the past if the banner design has not changed.) Applicants can expect notification after the design committee meets (second Thursday of every month). Applicants will receive a notification no later than six weeks after submittal.

Applicants are strongly encouraged not to have banners produced prior to approval.

Please deliver the attached application to:

Helena Business Improvement District
Attn: Banner Program
330 Jackson St.
Helena, MT 59601

Applicants may also email application to:

Alysia Ryan
director@helenabid.com



Application for Banner Display

Applicant Organization										
Contact Person										
Address										
Phone										
Email										
Purpose of Banners										
Zone Requested (chart A - circle)	1	2	3	4	5	6	7	8	9	10
Month(s) Requested	Jan.	Feb.	March	April	May	June				
	July	Aug.	Sept.	Oct.	Nov.	Dec.				
Drop off Date										
Pick up Date										

To Calculate Fee: reference back pages 3 and 4

Chart A Total	Administrative Fee	Discount – 15%
	\$200	

Total = _____

All banners designs must be approved by the Helena Business Improvement District Design Committee. All Banners must be dropped off by the indicated drop off date and picked up by the indicated pick up date. Any banners not picked up on the scheduled pick up date will be subject to a \$5 holding fee per day. The installation fee shall be due when banners are dropped off.

I have read and understand the Helena Business Improvement District Banner Resource Guide. Further, I understand that permission is granted for the purpose of allowing private banners to be placed on public poles and that all responsibility for public liability, injury to persons, and/or damage to property is borne by the applicant and not the Helena Business Improvement District.

Authorized Representative Print

Authorized Representative Signature

Date

