



CITY OF PITTSBURGH HOMETOWN HERO BANNER PROGRAM POLICY AND GUIDELINES

About the Program

The City of Pittsburgh Hometown Hero program provides the opportunity for the community to recognize and honor Pittsburgh residents, and their immediate family members, who have served, or currently serving, in the United States Armed Forces. The Hometown Hero banner will be displayed from City-owned streetlight poles and will contribute to the City's quality of life while also promoting civic pride. To allow for a coordinated and consistent program, the City has established the following policy and guidelines for the Hometown Hero Banner Program. Posthumous submittals are welcome.

Guidelines

Eligibility

1. Active, retired, or honorably discharged members of the five United States Armed Forces service branches (Army, Marine Corps, Coast Guard, Navy, and Air Force).
2. A current City of Pittsburgh Resident **OR**
Graduated from a High School in the City of Pittsburgh **OR**
An immediate family member of a current resident (spouse, parent, sibling, child or child-in-law, or grandchild)
3. Proof of eligibility will be required before an application is considered complete.
 - Proof of residency (i.e. copy of utility bill or driver's license) of the nominee or applicant who is the immediate family member of the nominee, or school transcript of the nominee
 - Verification of active-duty dates (i.e. copy of military orders or military ID)
 - Honorable discharge or retirement papers with SSN redacted
 - High-Resolution digital image (minimum 300 dpi) in jpeg format or 5 x 7 photograph of honoree in official uniform (with no objects). Original photos will be returned.

Banner Locations

1. The City has designated the use light poles along Railroad Avenue in Old Town and at the BART Pittsburgh Center Station for this program.
2. Available space is determined on a first-come, first-served basis among qualified applicants. If the number of qualified applicants exceeds the number of banner spaces, they will be rolled into the following year for placement.
3. All banner locations shall be determined solely by the City.

Display Period

1. The banners will be displayed beginning mid-June through November.
2. Annually, at the end of the display period, City staff will contact the family and/or applicant to offer them the banner; all unclaimed banners within 90 days of notification will be destroyed.
3. In addition to the streetlight pole banners, the City will also display the banners images on the City's website for year-round display.

Public Sponsors and Donations

1. Hometown Hero streetlight banners are funded through private donations and/or sponsorships.
2. All payments will be made payable to the City of Pittsburg and deposited into the Hometown Hero Banner Program Account. This Custodial Fund will be administered by the City Manager's office for the sole purpose of the Hometown Hero Banner Program and may not be used for the City's own operations.
3. Banners may be sponsored by individuals or organizations. Sponsors will receive a letter from the City acknowledging their donation at the time full payment is received. In addition, they would also receive a certificate commemorating their sponsorship at the time of the banner installation.
4. The cost of each banner is \$200.00 and is subject to change based on increased or decreased cost to the City.

Procedures

1. The Hometown Hero banner application may be obtained from the City of Pittsburg's website at www.pittsburgca.gov or you may contact the Economic Development Division to have one emailed to you by sending an email to (rcarrera@pittsburgca.gov) or by calling 925-252-4279.
2. Applications are accepted on a year-round basis and every effort will be made to have banners installed once a year. However, this is at the sole discretion of the City and is based on the availability of City Staff, resources, and staff scheduling for installation and removal.
3. A waiting list shall be established based on the date a complete application is received in the City Manager's Office. In order for an application to be considered complete, all supporting documentation must be received and verified by the City. In addition, full payment for the banner must be received by the City, or sponsorship requested.
4. Applicants will be notified by City staff once an installation date has been determined.
5. At the end of the banner display period, City staff will contact the family and/or applicant to offer them the banner; all unclaimed banners within 60 days of notification will be destroyed.

Waiver and Limitations

1. The City of Pittsburg is not responsible for replacing banners that are stolen, damaged, or destroyed due to age, vandalism, or and acts of nature including high winds.
2. Any loss or damage to an installed banner with be handled at the discretion of the City.
3. The City reserves the right to not install a banner if the requirements of this banner program are not met.
4. The City of Pittsburg reserves the irrevocable right to use the photograph/image/likeness in all forms and manner, and edit, use, reproduce, exhibit and distribute this photograph in whole or in part, in any manner and media now known or hereinafter invented, including, but not limited to, print, publications, the City website, banners, and social media, in perpetuity throughout the world, in support of and/or to promote the City of Pittsburg programs, services and mission, and for archival purposes.

PITTSBURG HOMETOWN HERO BANNER APPLICATION



As an ongoing program, applications will be accepted year-round in accordance with the Hometown Hero Banner Program Policy and Guidelines. However, banners are displayed annually between mid-June through November.

Please complete the application form and submit the following supporting documentation:

- Proof of residency (i.e. copy of utility bill or driver's license) of nominee, (or applicant who is the immediate family member of the nominee), or school transcript of the nominee.
- Verification of active-duty dates (i.e. copy of military orders or military ID)
- Honorable discharge or retirement papers with SSN redacted
- High-Resolution digital image (minimum 300 dpi) in jpeg format or 5 x 7 photograph of honoree in official uniform

Once the application is approved, City staff will notify the applicant, process the sponsor payment, and produce the banner. Posthumous submittals are welcome.

NOMINATE

- Nominate a Veteran and pay the \$200.00 fee
- Nominate a Veteran, but would like to see if a sponsor is available
- Sponsorship only (proceed to page 2)

Name of Service Member: _____

Note: The service member's name will be taken directly from this application

Branch of Service: (please check all that apply)



Army



Marine Corps



Coast Guard



Navy



Air Force

Name of Applicant: _____

Relationship to Service Member (if any): _____

Address: _____

Phone Number: _____ **Email:** _____

SPONSOR A BANNER

Customized military street banners are funded through private donations. Banners may be sponsored by individuals or organizations. The cost of each banner is \$200.00 (including installation and removal). Please complete the Sponsor Information included on the application. City staff will follow up for full payment at the time of the application acceptance.

A certificate commemorating your sponsorship will be sent at the time of the banner installation.

Donate money to sponsor a banner (\$200.00 per banner) **Sponsorship Amount:** _____

Sponsor/Business Name: _____

Address: _____

Phone Number: _____ **Email:** _____

Return Completed Applications to:

City of Pittsburg
Attn: Robert Carrera – Economic Development Manager
65 Civic Avenue
Pittsburg, CA 94565
Phone: 925-252-4842
Email: rcarrera@pittsburgca.gov

WAIVER AND LIMITATIONS

The City of Pittsburg is not responsible for replacing banners that are stolen, damaged, or destroyed due to age, vandalism, or any acts of nature including high winds. Any loss or damage to an installed banner will be handled at the discretion of the City.

One banner per service member installed up to a 12-month period. Installation and removal of the banners are at the City’s discretion.

I HAVE READ AND FULLY UNDERSTAND THE MILITARY BANNER PROGRAM POLICY AND GUIDELINES

Name (signature)

Date (month/day/year)

For Office Use Only

Date Received _____ Date Approved _____ Amount Received _____

Photograph Received: Yes No Verification of military status: Yes (Type: _____) No

Reviewed By _____ Location of Banner (Pole #) _____

Date Installed _____ Date Removed _____ Date Returned _____

Notes: _____