



Village of Saranac Lake
 Community Development Department
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Downtown Streetlight Banner Program

Purpose: Promote the Saranac Lake Brand

Partner: ROOST

Location: Main Street & Broadway corridors (15 light poles – see map on p. 2)

Specifications: See Attachment A

Program Description:

ROOST will provide a series of banner sets (15 per set) that will be rotated seasonally. All banners must meet the attached specifications. The banners are designed based on the recently approved Saranac Lake brand. Street banners are different from most graphic designs. They are generally viewed quickly and from a distance. Therefore, the message needs to be conveyed rapidly. The banners in downtown Saranac Lake will be used to create a sense of place and promote the themes outlined in the brand statement.

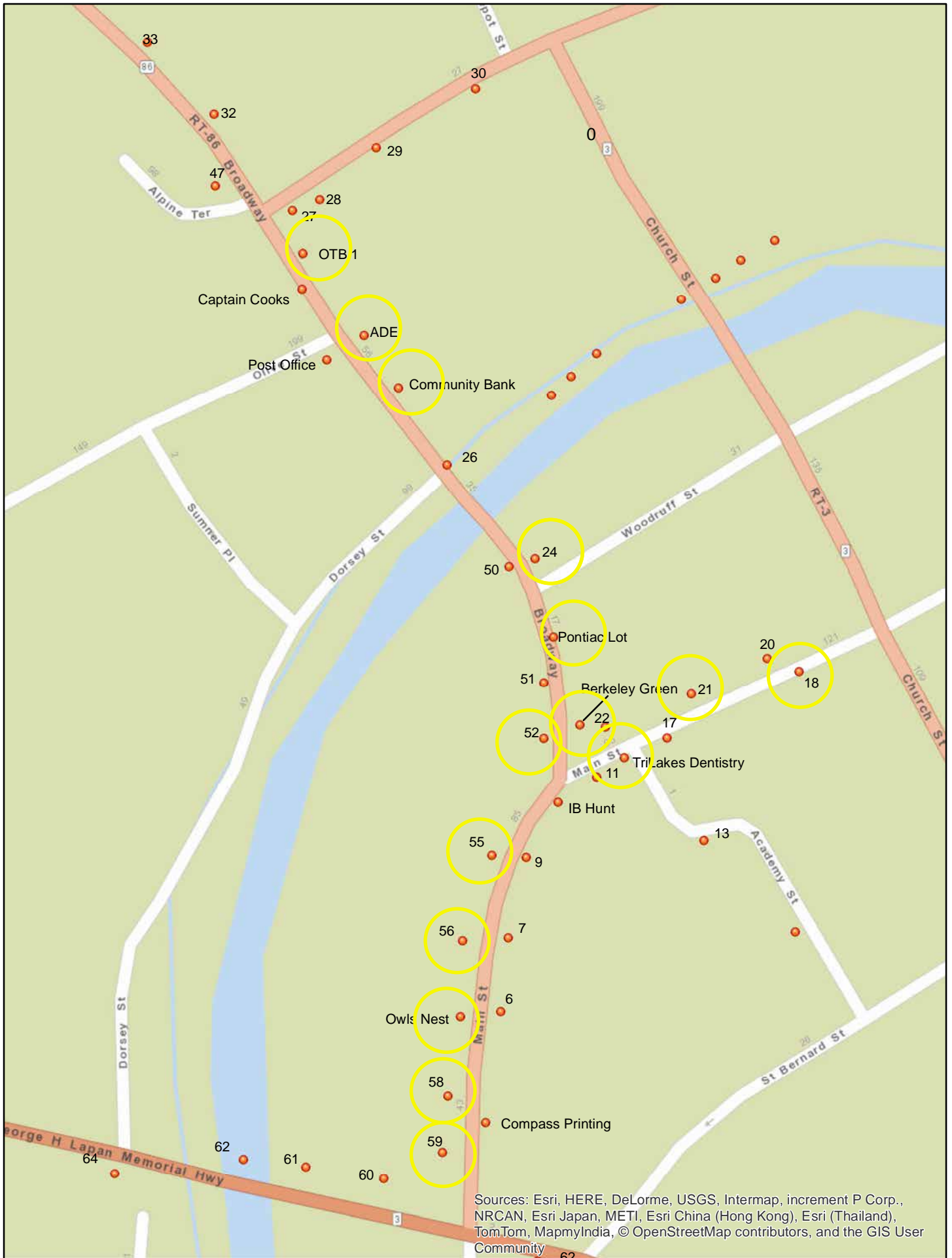
Each set of banners should be on display for a minimum of one month. Therefore, if any events are promoted on a banner the event duration should be a minimum of one month.

All banners will be stored at ROOST offices when not in use. All banner sets will be made available to the DPW at least 2 weeks prior to their scheduled installation.

Schedule

April-May	Mosaic banners
June	Celebrate Paddling banners
July-August	6er Banners
September-November	Mosaic banners
December-March	Winter theme/brand banners

- Banners will no longer be placed on Church Street or Bloomingdale Avenue. The banner program may be expanded to additional streets if the Marketing & Branding project is selected for DRI funding.



Sources: Esri, HERE, DeLorme, USGS, Intermap, increment P Corp., NRCAN, Esri Japan, METI, Esri China (Hong Kong), Esri (Thailand), TomTom, MapmyIndia, © OpenStreetMap contributors, and the GIS User Community

Banner Construction Specifications

Attachement A

