



CITY OF TEMPLE TERRACE NEWS RELEASE

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FOR IMMEDIATE RELEASE

CITY EXTENDS PROMOTIONAL BANNER PROGRAM

TEMPLE TERRACE, FL. – (11/10/11) – The City has extended a municipal program that eases restrictions on promotional banners displayed by Temple Terrace businesses.

The *Special Event Banner Program* is aimed at helping business owners during these tough economic times, said City Manager Kim Leinbach. The program, first approved by the City Council in 2009, will remain in effect as long as necessary, he said.

“We are acutely aware of the challenges facing businesses today,” Leinbach said. “By allowing additional advertising resources, we can assist business owners in spreading the word about their products and services. That’s good for the entire community.”

City Code allows a one-time special-event sign permit for grand openings involving a new business, or following extensive renovations and/or a change of name. But under the extended banner program, businesses now will be able to obtain two special-event sign permits per year, with greater latitude on usage. The following conditions apply:

- * Permits will be available for sales, promotions and non-profit sponsorships, not just grand openings.
- * Permits are valid for two weeks.
- * Banners may not exceed 32 square feet.
- * Banners must be approved by City officials. For example, banners may not be placed in the public right-of-way, and they may be reviewed for safety and other considerations.
- * A special-event sign permit fee of \$18.50 will be assessed.

The Temple Terrace Code Compliance Department will monitor banner displays for compliance with City policies.

For more information about obtaining a special-event sign permit, call (813) 506-6470.

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