



City of Farmersville - Military Banner Program Policy

PURPOSE

The purpose of this policy is to establish guidelines under which the City of Farmersville will permit the use of streetlight poles for the display of Military Banners. These banners will honor individuals who are currently serving or have served in the United States Armed Forces. The Military Banner Program enhances the community's quality of life and contributes to the unique character of the City.

ELIGIBILITY

To qualify for the program, all of the following criteria must be met:

- The honoree must be a current or former member of the United States Armed Forces.
- The honoree must be a current or former resident of Farmersville.
- The honoree must have received an honorable discharge from military service.

APPLICATIONS

- The City will begin taking applications on August 1, 2025. Completed applications, photos, and payment must be received no later than 4:00 p.m. on September 1, 2025.
- The banner application may be obtained by the following methods: (1) Online: <https://www.cityoffarmersville-ca.gov>; (2) In person: Farmersville City Hall, 909 W. Visalia Road, Farmersville, CA 93223
- Submit the completed application form along with a military photo of the service member. Both digital and physical photographs are accepted.
- The current application fee is \$125 and is the responsibility of the applicant. The City will sponsor and waive the banner fee for any nomination submitted on behalf of local military personnel who were killed in action (KIA).
- Should any of your contact information change, the applicant is responsible for notifying the City of Farmersville. Failure to do so may result in the banner being replaced by another.

PRICING STRUCTURE

Pricing is determined each year and is subject to change. Banner costs include design, printing, and installation hardware. Checks are payable to: City of Farmersville.

- The City of Farmersville will sponsor and waive the banner fee for any nomination submitted on behalf of local military personnel who were killed in action (KIA).
- The City of Farmersville is responsible for having the banner produced and installed, and the applicant is responsible for the cost of the banner.

PROCESS

- There are a limited number of poles in Farmersville. As such, the City is offering this program on a first-come, first-served basis.
- The City of Farmersville shall make the final determination of the banner location.
- Location requests may be made to be near particular banners (i.e., family/friends) installed during the same application period, but specific pole location requests will not be accepted.
- Once a banner is on a pole, it will not be moved unless determined by the City of Farmersville.
- Once banners are installed by the City, they will be displayed until the banner shows signs of deterioration or the applicant requests to have it taken down.
- When the banner loses its integrity, City staff will contact the applicant by phone, email, and/or certified mail, if necessary, to arrange for pick-up from the Public Works Department, located at 873 S. Farmersville Blvd., within a reasonable time of the banner being taken down.
- If an applicant would like to honor their service member again in the same pole location, they may purchase another banner at the current banner cost during the application period of August 1 – September 1.
- Any banners unclaimed will become the property of the City of Farmersville.
- The City of Farmersville reserves the right not to install a banner if the requirements of this banner program are not met.
- By submitting an application, the applicant agrees that they have permission to use the service member's likeness and name in the banner.

BANNER SPECIFICATIONS

- The banner will feature a full-color, double-sided design with the service member's name, military branch, years of service, and photo.
- Photograph requirements: The applicant must provide a military photograph (digital file or physical) of the service member, preferably dressed in military uniform or from their time in military service.
- Photos should be a copy of the original. The City of Farmersville is not responsible for lost or damaged photos.
- Banner information, including military branch and the spelling of the service member's name, will be taken directly from the application. The City of Farmersville is not responsible for misidentified military branches or misspellings submitted with the application.