

CITY OF PORTSMOUTH CITY COUNCIL POLICY No. 2025-02
MUNICIPAL ARTS & CULTURAL BANNER PROGRAM POLICY

WHEREAS: The City's Arts & Cultural institutions contribute to the City's vitality and generate significant revenue for the City every year. Approximately \$71 MM in revenue was contributed to the City during 2022, as shown in the recent AFTA Study;

WHEREAS: The key factor driving attendance at arts & cultural events is awareness;

WHEREAS: Given the significant economic impact of these events, the City of Portsmouth wishes to make available resources to help drive awareness of and attendance at arts and cultural events, and support the financial health of its arts and cultural institutions;

WHEREAS: A municipal arts and cultural banner program that permits the temporary affixation of donated banners to City lamp posts would enrich its arts and cultural institutions by highlighting special arts and cultural events, notify citizens of community-based cultural, educational, and civic events, including City sponsored and co-sponsored events;

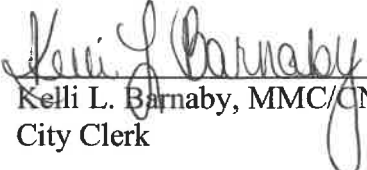
THEREFORE: To accomplish these goals, the City Council authorizes the City Manager to design and implement a Municipal Arts and Cultural Banner Program, if economically feasible, that allows for the temporary affixation of donated banners to City light posts at certain designated locations throughout the downtown area and other appropriate heavy traffic corridors leading in and out of downtown Portsmouth.

SCOPE: Entities eligible to donate banners for display shall be limited to community-based nonprofit organizations and arts and cultural institutions that promote the public good. Banners shall only be for the promotion of arts & cultural institutions, individuals, or themes.

PROGRAM: This Program shall establish a consistent, transparent, and fair process for selecting and displaying donated art and cultural banners on municipal property in a cost effective manner, while prioritizing public safety and maintaining community aesthetics.

DISCLAIMER: This policy is intended to govern the display of art and cultural banners donated to the City on municipal property. The City does not intend to create a public forum for the expression of ideas or opinions, and banner displays shall not be used for political or commercial messages. The City reserves the right to deny any donation application that does not meet the policy's and program's criteria.

This policy shall take effect upon the passage by the City Council. Adopted by the Portsmouth City Council on: November 17, 2025.


Kelli L. Barnaby, MMC/CNHMC
City Clerk