

HISTORIC KEY WEST
500 YEARS OF PARADISE
1513-2013

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BANNER PROGRAM

This banner program is designed to feature the Historic Key West, 500 year anniversary of Ponce de Leon's discovery of Florida, the Florida Keys, and the Dry Tortugas. The official theme, *500 Years of Paradise*, and commemoration dates are recognized by the Key West Commission in resolution # 11-276.

Historic Key West is a project of Historic Markers, Incorporated. They are a Florida State registered, Non Profit Corporation with a 501c3 status.

The Historic Key West commemoration project is recognized and in partnership with the Florida Department of State, Viva Florida 500, and Visit Florida.

The Banner Program is a two part project designed to establish the historical significance of Key West and to highlight our history and heritage to the 2.5 million tourists that visit our island every year. The banners will identify and brand our historic district as "the largest historic district of frame vernacular buildings in the United States".

The first leg of the program is Duval Street banners. The specifics of that part of the program follow.

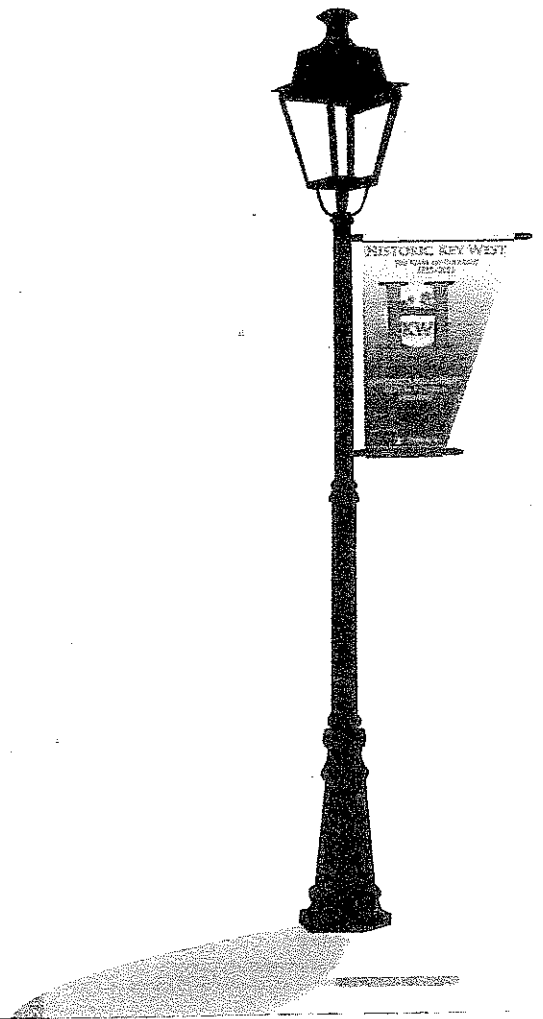
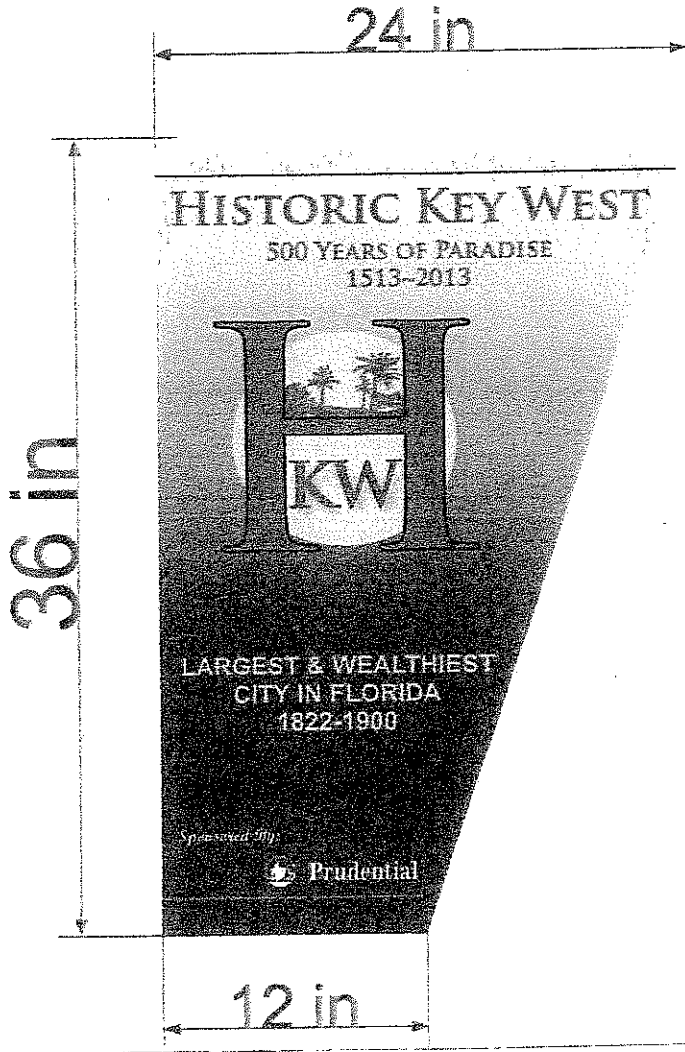
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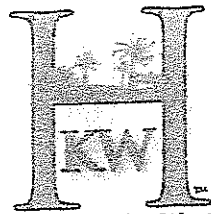
- * Street banners installed on city owned light poles.
- * 3 banners per block for a total of 39 banners.
- * Banners will be installed over side walk and not the street side of the pole.
- * Banner hardware and banner material to be installed and maintained by Southernmost Signs at no cost to the City of Key West.
- * Banner hanging rods are designed for light poles and can support 200lbs.
- * Banner is constructed of three layers of canvas stitched together with digital printing on both sides (rated to 80 miles per hour).
- * Banner measures 2' x 3' x 1' and is attached by wire ties.

- * The top of the banner will be 10' off the ground with the bottom at 7'.
- * Banner design is divided into three design sections:
 - The top 1/3 is for the Historic Key West logo and will remain constant on all banners.
 - The middle section will be for historical factoids that describe our unique history and heritage.
 - The bottom section will be reserved for the event sponsor logo and business name.
- * Agreement is for the 12 months of 2013.
- * Extension of the agreement is at the discretion of the City of Key West City Commission.

The second leg of the banner program is called the Truman Avenue Welcome Corridor. The 15 blocks between Eisenhower and Duval will have 3 banners per block. All specifics of this part of the program are the same as the Duval program with the following exceptions:

- * The street lights along Truman Avenue are taller than Duval Street.
Banners will be hung at a height of 15 feet.
- * Banners measure 2' wide by 4' high.
- * Banner graphics will be limited to the HKW logo, 500 Years of Paradise text and the sponsors logo and company name in the bottom third of the banner.





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