

**Effective Period:** Until superseded  
**Review Schedule:** Annually  
**Effective Date:** 01/01/2017



ESTES PARK  
EVENTS COMPLEX  
AT STANLEY PARK

## COMMUNITY SERVICES - 512 LIGHT POLE FLAG POLICIES & PROCEDURES

### 1. PURPOSE

To standardize and regulate the hanging of advertising Flags at 63 possible locations in and around Estes Park (Please see application for breakdown of locations).

### 2. DEFINITIONS

- Estes Park Events Complex is the entity that handles all aspects of Flags hung at the above locations, and will be referred to as “EPEC.”
- Personnel working in EPEC will be referred to as EPEC Staff.
- The Town of Estes Park will be referred to as “Town.”
- The Entity applying to have Flags hung at the above locations will be referred to as “Applicant.”
- “Installation” will refer to putting up and taking down of flags one (1) time.

### 3. REGULATIONS

#### A. Application process

##### a. Application

- Application is found on [Google Forms](#). If booking an event on Town property, the flag application is included in the event application process, located at [www.larimer.org/estespermits](http://www.larimer.org/estespermits).
- Fill out and return the application, submitting it at least 60 days prior to an approved Estes Valley event.

##### b. Approval

- All Flags are approved at the discretion of EPEC Staff.
- All Flag applications are considered on a first-come, first-served basis with the following exception:
  - Flags for Town-sponsored events will be given first-priority.
- Applicant must provide a final proof of the flag image before the flags will be hung. EPEC reserves the right to reject any flag design, and/or may attach any conditions deemed necessary regarding the use of any flag. (Please see Flag Features below)

- It is the responsibility of the Applicant to submit final proof in time for corrections/changes to flags to be made, if required, before the start date requested. Any expense incurred for said changes will be the responsibility of the Applicant.
- If changes are required, the Applicant will submit an additional final proof to EPEC before hanging.

## **B. Fees**

### **a. Installation fee**

- Flag installation fee is \$75, plus \$2 per flag.
- The installation fee is non-refundable for any reason, and must be paid at time of approval, unless Applicant has an application for an event. In this case, the installation fee will be billed with other event fees.
- Any Applicant that fails to pay the installation fee will not have the opportunity to have Flags hung in the future.
- If all flag designs are not identical, contact EPEC Staff. Additional charges may apply.

## **C. Installation**

### **a. Delivery and pickup**

- Flags must be delivered to the Operations Office at EPEC no later than 21 days before the event's start date.
- Flags must be picked up at the Operations Office at EPEC within seven (7) days after the event's end date.
- Flags must be delivered pre-assembled on a ½" diameter rod.

### **b. Physical installation**

- Flags may not be installed more than 14 days prior to the scheduled event without EPEC approval.
- Flags will be installed by EPEC Staff on the "start use" date and removed on the "end use" date.
- Flags will be installed only on light poles in the Estes Park area that have the necessary brackets. (Please see application for locations)
- Should the flag(s) be damaged while installed, or if any flag(s) is found to be defective, it will be immediately removed by the EPEC Staff.
- Flags will not be installed in unsafe conditions (at the discretion of EPEC Staff).
- Flags that become damaged while installed will be removed by EPEC Staff and not reinstalled.
- Length of time of installation will be approved at the discretion of EPEC Staff.

## D. Storage

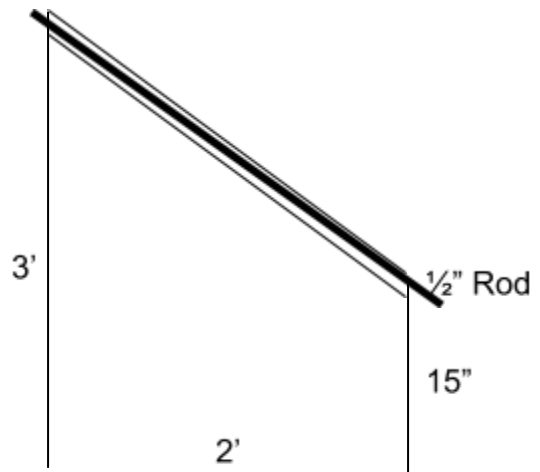
### a. Responsibility

- EPEC is not responsible for storage of flags outside of the drop off and pick up times outlined above. If flags have not been picked up 4 weeks after the “end use” date indicated, they will be disposed of.

## E. Flag Features

### a. Size

- Flags shall be 2' x 3' with 45° angled top (See drawing below) with a pocket sleeve on angled top to accommodate 1/2" pole.



### b. Materials

- Recommended materials for flags are vinyl or cloth.
- Applicants should consult their flag supplier to ascertain materials best-suited for their flag application.
- Each flag must include a 1/2" diameter rod to hang on.

### c. Design

- All Banner designs are approved at the discretion of EPEC Staff.

## 4. INDEMNIFICATION

EPEC and the Town of Estes Park will not be held responsible for any damages due to wind and/or other causes, including but not limited to, installation.

The Applicant hereby indemnifies and holds EPEC and the Town of Estes Park, its employees, officers, and agents harmless from all claims, demands, and damages that EPEC and the Town of Estes Park, its employees, officers, and agents may incur as the result of the display of the Flag(s) set forth in the Application to display a Flag in the above locations. Said indemnity shall include, but not be limited to, all costs of

defense, including reasonable attorney's fees, expert witness fees, and court costs incurred by EPEC and/or the Town as a result of any such claim.

To the fullest extent permitted by law, the Contractor agrees to indemnify and hold harmless the Town, and its officers, employees, and volunteers from and against all claims, liability, and demands, on account of injury, loss, or damage, which arise out of or are connected with services under this Agreement if such injury, loss, or damage, or any portion thereof, is caused by, or claimed to be caused by, the act, omission, or other fault of the Contractor, or any officer, employee, or agent of the Contractor, or any other person for whom the Contractor is responsible. The Contractor shall investigate, handle, respond to, and provide defense for and defend against any such liability, claims, and demands, and to bear all other costs and expenses related thereto, including court costs and attorney fees. The Contractor's indemnification obligation shall not be construed to extend to any injury, loss, or damage which is caused solely by the act, omission, or other fault of the Town.

Approved:

**Rob £ & Services Director**

*I//P/12*  
Date