

	<h1 style="color: red; margin: 0;">POLICY</h1>	<b>Department:</b>  Recreation & Wellness
	<h2 style="margin: 0;">VISUAL ART BANNER PROGRAM</h2>	
<b>Effective Date:</b> July 15, 2025		<b>Last Reviewed Date:</b> June 23, 2025

## 1. PURPOSE STATEMENT

The purpose of this Policy is to outline the guidelines and process for the Town’s Visual Art Banner Program.

The program is designed to create a welcoming atmosphere to visitors and provide a sense of belonging and identity to the residents of Salisbury.

## 2. DEFINITIONS

- **“Town”** means the Town of Salisbury;
- **“Chief Administrative Officer”** means the head of the municipal administration. The individual is the only employee who reports directly to Council “CAO”;
- **“Clerk/Treasurer”** means the employee appointed to oversee financial and accounting procedures and serve as the municipal Clerk, pursuant to section 74(1) and 76(1) of the Local Governance Act, SNB 2018, c.18.;
- **“Director of Recreation and Wellness”** means the head of the Department of Recreation and Wellness;
- **“Community Enhancement Committee”** means the committee responsible for providing recommendations and advice Council and staff on the enhancement of the social, cultural, economic, and natural vibrancy of the Town “CEC”;
- **“Artist”** means anyone who submits a design during the process of receiving submissions for this program;
- **“Visual Art”** means creative art which is to appeal primarily to the visual sense.

## 3. ELIGIBILITY

**General Requirements:**

- The submission must align with one of the ten (10) themes provided by the Town of Salisbury, determined by the Community Enhancement Committee (CEC), to be announced at the start of each application period.
- The submission must be original entries from the following visual art categories:

- Photography
- Digital Art
- Collage
- Painting and Illustration
- Printmaking
- Each artist may submit up to a maximum of ten (10) entries.
- All digital photographs must be taken in the Town of Salisbury, New Brunswick. Images taken outside of the Town will be removed.
- All photograph submissions containing people, whose identity is clearly discernible, must include written permission from the subject(s) (or their parents/guardians) visible in the photograph.
- All artwork must be original, handmade, and/or created by the artist submitting the entry.
- Absolutely no copyrighted, unaltered original images, such as magazine and/or book images, are permitted in the final submission.
- The Town may disqualify any submission that may, in the opinion of the CEC, infringe on copyright laws.
- The artist retains sole copyright to the artwork. The Town will have unlimited reproduction rights to all submissions, including those not selected.
- The use of Artificial Intelligence (AI) applications to create banner submissions is strictly prohibited. Should the entry be suspected of AI, the artist will be asked to provide raw digital files for verification. Failure to do so will result in the removal of the submission.
- Words, letters, and/or numbers may be included in the design if they relate to the chosen theme.
- Residents of all ages and skill levels within the Town of Salisbury are eligible to submit a design during the public call for submissions.
- The final banners will measure 24" x 48", including 4" sewn pockets on either side.
- Each artist whose submission(s) is selected to be installed on a banner will receive a monetary prize of \$50.

**Technical Specifications:**

- Photographs must be high resolution, vertical images measuring a minimum of 2400x6000 pixels at 300dpi
- All digital artwork should be created at a minimum 300ppi
- Artwork should follow the dimensions outlined in the Application Form to maintain the visual quality of the banner design. Artwork exceeding the size requirement will be subject to cropping at the Town's discretion.

**4. APPLICATION PROCESS**

**Applications:**

- Applications are accepted once per year (every 12 months).
- All submissions must be accompanied by a completed Application Form.

- All submissions must be high resolution and follow the technical specifications outlined within this policy.
- Submissions will only be accepted online. In the event of an approved design, the Town will arrange to receive the original artwork, if needed, in order to scan at the highest resolution.

**Timelines:**

- Applications will be open for a three (3) week period in September every year.
- Once the application period closes, the CEC will have one (1) week to make their selection.
- Designs will be announced and printed in October.
- Banners will be installed in November, once the Veteran Banners are removed following Remembrance Day.
- Banners will remain in place until special event banners (i.e. Veteran Banners, etc.) are installed.
- Banners from each intake will be installed for 3 years, or until weathered. Removal will be at the discretion of the Director of Recreation and Wellness.

**5. EVALUATION**

The submissions for the Visual Art Banner Program will be reviewed by the CEC. At least one submission must be assigned to each theme. In the event that there are no submissions for a particular theme, the Community Enhancement Committee reserves the right to assign any submission to the theme of their choosing.

Should the CEC not agree on a final design for a theme, the Director of Recreation and Wellness will make the final decision.

**6. PRIZE DISTRIBUTION**

Each artist whose submission(s) are selected to be installed on a banner will receive a monetary prize of \$50. Once the winning entries are selected, artists shall be notified and will receive the reward in the form of a cheque.

**7. GOVERNANCE**

The Visual Art Banner Program shall be administered by the Town of Salisbury’s Recreation Department, with oversight from the Town’s Community Enhancement Committee, who is accountable to Salisbury Town Council.

The following outline the responsibilities of the Visual Art Banner Program:

**Municipal Council**

- Revise and adopt the Visual Art Banner Program Policy as required;
- Authorize the allocation of municipal resources to administer the program;

- Approve and revise Terms of Reference of the oversight committee, being the Community Enhancement Committee, as may be required.

**Department of Recreation and Wellness:**

- Secure and maintain communication with a third-party printing company to provide the banners.
- Review the Banner Program submissions and select the artist(s), in collaboration with the Community Enhancement Committee.
- Determine the final number of banners for each year's intake, based on the available budget.

**Community Enhancement Committee:**

- The Committee, in collaboration with the Director of Recreation and Wellness, is responsible for determining the chosen designs every year.
- The Committee is responsible for assisting with the Banner Program promotion.
- The Committee is responsible for recommending proposed changes to the Director to bring forward to Council as may be required.

**Department of Infrastructure and Public Works:**

- To install the visual art banners along Main Street and Fredericton Road when requested by the Director of Recreation and Wellness.