

City of San Bernardino Hometown Heroes Military Banner Policy

Subject: Hometown Heroes Military Banner Program

Purpose: To govern the policies and procedures of the Hometown Heroes Military Banner Program for City staff, and program participants.

Authority: San Bernardino City Charter, Article III

Policy:

1) Criteria:

- Active Duty;
- Retired;
- Reserved; or
- Completed Service

And

- Current City of San Bernardino resident;
- Having graduated from a High School or college in San Bernardino; or
- Immediate family member of a San Bernardino resident or City of San Bernardino employee, retired employee or a fulltime contract employee with one year of service with the City of San Bernardino

2) Banner Cost:

- Limited to one per person
- New Banner \$360

3) Banner Display Area

- High traffic corridor within the Downtown revitalization zone on West 5th St from the 215 to North D St., West 2nd St. from the 215 to North D St, North D St. from West 5th St. to West 2nd St, and West 3rd St. from City Hall to N Arrowhead Ave. (Hometown Heroes Military Banner Locations Map).

4) How to Apply

- Complete a Banner Application
- Submit application documents including Verification of Military Status form (DD-214) and Color 5x7 image of the service person
- Submit payment after application approval

- 5) Applications are accepted year-round. Installations occur once a year after the annual banner presentation ceremony prior to Memorial Day. Banners may be removed at the discretion of the City. Applicants are responsible for the cost of repairs or replacements. If a banner is stolen, damaged, or destroyed due to age, vandalism, or any acts of nature including high winds City staff will contact the family to provide reinstallation options. Banners will be hung for a maximum of two years from the date of installation. Once they are taken down, banners are returned to the applicant. Gold Star banner will be displayed in indefinitely. The City reserves the right to remove banners at its discretion.