RIVERFRONT PARK POLICY #:PG-2022-001-000
DEPARTMENT POLICY AND PROCEEDURE

TITLE: **RIVERFRONT DEPARTMENTAL POLICY FOR APPROVING QUALIFYING LIGHTING DISPLAYS AT THE CLOCK TOWER AND US PAVILION**

EFFECTIVE DATE:
REVISION START DATE: January 26, 2022

1.0 GENERAL

1.1 PURPOSE

The Clock Tower and US Pavilion are iconic and important landmarks to the City of Spokane and it's community. This lighting policy promotes events that celebrate the City, its civic institutions, city-recognized holidays, public events and festivals. The purpose of this policy is to establish consistent guidelines and a process that enables citizens the ability to request illumination of the Clock Tower and US Pavilion.

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2.0 WORK UNITS AFFECTED

This policy applies to external parties to Riverfront Park Department. The Programming and Administrative work units shall have the responsibility to administer this policy and procedure.

3.0 REFERENCES

3.1 None

4.0 DEFINITIONS

4.1 US Pavilion Lighting

US Pavilion Lighting refers to the illumination from the affixed light blades on the cable netting of the US Pavilion.

4.2 Clock Tower Lighting

Clock Tower Lighting refers to any permanent or temporary decorative lighting (typically GOBO projections) used to cast light on the exterior structure of the Clock Tower. Equipment rental, set-up, removal and design of GOBO image may require use of a Riverfront Park approved service provider and subject to their fees.

5.0 POLICY

5.1 Lighting request(s) which meet one or more of the following eligibility requirements may qualify to display:

5.1.1 Events and groups with reservations at Riverfront Park.

5.1.2 Activities associated with proclamations made by the Mayor or City Council

5.1.3 Local non-profit organizations with a nationally recognized cause celebrating a particular month or day. Requests from private citizens and national organizations must have a local non-profit sponsor directly affiliated the cause. 501(C)(3) identification certificate is required to validate nonprofit status.

5.1.4 Local educational institutions celebrating a momentous achievement in academics or sports.

5.1.5 Community wide events with highly visible community interest. These are significant and impactful events which have broad levels of support across the community, celebrate Spokane and enhance the reputation of the City.

5.1.6 Official film and production companies with applicable Riverfront Park Permit.

5.2 Displays intended to advertise a business, product or service not associated with an official Riverfront Park or partner's sponsorship and those that are perceived to commercialize the Pavilion or Clock Tower without an applicable permit for advertising purposes will be denied.

5.3 Displays or requests which are intended to convey a political message or perceived to marginalize a particular group(s) will not be approved.

5.4 Dates of qualifying requests may not conflict with prior approved requests, other pre-scheduled lighting events such as pavilion light shows, and prescheduled public or private events.

5.5 A request must be submitted a minimum of two (2) weeks in advance to be considered.

5.6 Duration/Start Date:

5.6.1 US Pavilion lighting is limited to a specific date and may not run longer than one (1) day in duration. The duration may be extended to coincide with the duration events held within Riverfront Park. Exception may be granted, not to exceed three (3) days, depending on availability. US Pavilion Lighting times will begin 30

minutes after sunset and end at 10:00 pm or upon the conclusion of the event whichever is earlier.

5.6.2 Clock Tower lighting request may not exceed one week.

5.7 Fees: US Pavilion Lighting requests shall be not accessed a permit fee for pre-programmed light displays. Customized displays requiring new programming will be charged at-cost for a third-party programmer plus twenty percent. Clock Tower lighting permits are subject to additional fees. See separate current pricing sheet for details.

5.8 US Pavilion Lighting may be requested by event organizers renting the Pavilion or Park for a public or private event. Preprogrammed displays are included at no charge and run for the duration of the event.

5.9 Gobo projections on the Clock Tower are intended to celebrate and prominently recognize a specific qualifying cause or event. Affiliated sponsorship logos, if desired, shall be at least 50% smaller than the image used for the event or cause. Approval for all GOBO designs is required prior to display.

5.10 The following dates and events are permanently reserved by the city:

5.10.1 Pride Day
5.10.2 Valentine's Day
5.10.3 St. Patrick's Day
5.10.4 Earth Day
5.10.5 Memorial Day
5.10.6 Flag Day (2 days)
5.10.7 Independence Day (3 days)
5.10.8 Halloween
5.10.9 Veterans Day
5.10.10 Hanukkah (9-days)
5.10.11 Christmas (9-Days)
5.10.12 New Years Eve

6.0 TRAINING REQUIREMENTS

6.1 Staff members who have responsibilities in facilitating this policy and procedure will be provided this document and required to read it.

7.0 PROCEDURE

7.1 Requester completes online Lighting Request form located at RiverfrontSpokane.org.
7.2 Request Form is reviewed by Programming staff for availability, alignment with qualifying criteria and makes recommendation to the Riverfront Park Director.
7.3 Riverfront Park Director will approve or deny the request.

7.4 Citizen submitting the request will be contacted with one week of receiving the request.

7.5 Assigned staff will charge for and issue applicable permits. They will also enter the lighting request into Riverfront Park Events calendar as well as additional tracking documents.

7.6 Riverfront Park Marketing Assistant will update Riverfront Park's webpage, share (as promotional availability allows and as applicable) the Organization's social posts to promote their lighting promotion on Twitter (as a re-tweet) and on Riverfront Spokane's Instagram and Facebook stories.

7.7 As applicable, assigned staff will pre-schedule or activate US Pavilion lighting at the desire time and date.

7.8 As applicable, selected third-party service provider will set-up, activate and remove Clock Tower lighting.

8.0 RESPOSNIBILITIES

8.1 Director of Riverfront Park shall review, approve or deny lighting request(s) and associated GOBO artwork.

8.2 If Clock Tower lighting is requested, requester is responsible for coordinating with approved service provider and paying applicable fees.

8.3 Refer to section 7.0 Procedure for staff member responsibilities.

9.0 APPENDICES

9.1 None

Approved By:

_____ _____

Riverfront Park Director Date

CC: