Adopted: _____

Jackson County Airport-Reynolds Field
Perimeter Fence Banner Display Policy

1. **Purpose:** The purpose of this policy is to establish clear, consistent standards for the display of banners on the perimeter fencing at the Jackson County Airport. These standards ensure that all signage is professional in appearance, supportive of Jackson County's business community, and compatible with the safety, security, and operational integrity of the airport.

2. Scope: This policy applies to all individuals, businesses, and organizations seeking to display banners on any portion of the Jackson County Airport perimeter fence line. All banners must comply with this policy and any additional airport, county or township regulations.

3. Eligibility Requirements:

- Only Jackson County–based businesses are eligible to display banners.
- Businesses must be legitimate, registered entities operating within Jackson County.
- Proof of a physical Jackson County address or valid business registration is required.
- Non-profit organizations are eligible only if they are registered and headquartered in Jackson County and the banner promotes organizational services rather than events or causes prohibited below.

4. Prohibited Content: The following types of banners are strictly prohibited:

- Personal banners, including but not limited to birthdays, graduations, anniversaries, memorials, or family messages.
- Religious banners, including promotion of religious events, scripture, or faith-based messaging.
- Political banners, including candidates, campaigns, ballot proposals, issue advocacy, or political organizations.
- Offensive or inappropriate content, including:
- Discriminatory language or imagery
- Profanity or vulgarity
- Depictions of violence
- Content that could reasonably be considered inflammatory or divisive
- Commercial content unrelated to Jackson County businesses, including national chains without a local franchise presence.

5. Design & Quality Standards:

- All banners must be professionally designed and manufactured.
- Handwritten, hand-painted, or homemade banners are not permitted.
- Banners must be constructed from durable, weather-resistant materials suitable for long-term outdoor display.
- Banners must remain in good condition at all times:
- No excessive fading
- No tears, fraying, or missing sections
- No sagging or improper mounting
- The airport reserves the right to require removal or replacement of any banner that becomes damaged or unsightly.

6. Size, Specifications & Fees:

- 4 ft × 8 ft (or smaller) banner
- Monthly fee: $150
- Month-to-month placement

- 4 ft × 10 ft (up to 14 ft) banner
- Monthly fee: $200
- Month-to-month placement

- All banners must:
- Include grommets or other secure mounting points
- Be designed to withstand wind loads typical for the region
- Be installed only by airport-approved personnel or under airport supervision

Fees are due prior to installation and are non-refundable for the billing period.

7. Placement & Duration:

- Banner placement locations are determined solely by the Jackson County Airport based on safety, visibility, and operational considerations.
- The airport may relocate or temporarily remove banners as needed for maintenance, construction, or security.
- Banners are permitted on a month-to-month basis and may be renewed pending compliance with all policy requirements.

8. Approval Process: Businesses must submit a complete application form to the Jackson County Airport Administration Office. Requests must include:

- Proof of Jackson County business registration or physical address
- Final banner design proof (digital file or high-resolution image)
- Preferred banner size
- Contact information for the business representative

No banner may be installed without written approval from the airport.

9. Enforcement & Removal:

- The airport reserves the right to remove any banner that violates this policy, becomes damaged, or poses a safety concern.
- If a banner is removed due to policy violation, no refund will be issued for the remaining period.
- Repeated violations may result in loss of banner privileges.

10. Policy Administration: This policy is administered by the Jackson County Airport Manager or their designee. The airport may revise or update this policy at any time to ensure safety, compliance, and alignment with county objectives.

JACKSON COUNTY AIRPORT BOARD

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Cameron Carr, Chairman _____, 2026