



## 2024-2025 Community Holiday & Seasonal Display Guidelines for Submission

*For temporary display beginning the Tuesday after Thanksgiving through January 10, 2025*

### A. Residency Requirement

The applicant, whether an individual or a group, must reside in the Town of Vienna, be headquartered in the Town of Vienna area, and/or regularly provide services or volunteer support for an activity or effort that directly benefits the residents of Vienna.

### B. Applications are accepted from September 15 to October 15

Applications for display space shall be submitted online, via email to [parksrec@viennava.gov](mailto:parksrec@viennava.gov), or mailed/delivered in person at the Vienna Community Center located at 120 Cherry Street SE, Vienna VA 22180.

- a. Applications shall include a detailed sketch or photo to be reviewed and approved by the Town prior to receiving approval to display on public property.
  - i. The image should accurately represent the planned display including the use of dimensions, color, and indication of any electrical items and source of electricity (battery, solar, or extension cord)
  - ii. The image should indicate how the display is anchored using sandbags. *Sandbags are provided by the Town.*
  - iii. Include the proposed text of the 5"x7" identification.

***See Section E for full design criteria.***

### C. Selection Process

Applicants who meet the design and submission criteria are entered into a random drawing and will be notified within 5 days of the application acceptance closing date. Up to three applicants will be selected. The selected applicants shall provide a refundable \$250 deposit with their signed *Acceptance of Terms and Conditions*.

### D. Optional Celebratory Gathering

Applicants wishing to hold any celebratory gatherings connected with their displays are urged to become familiar with those sections of the Town's Municipal Code governing park use and special events before inviting members of the public to such gatherings.

- a. Applicants must provide a description of the proposed celebratory gathering (to be held on the Freeman Store Lawn) at the time of submission. The celebratory gathering shall follow regulations outlined in the [Town Green Special Event Policy](#).
- b. In accordance with the [Town Green Special Event Policy](#), selected applicants may be required to provide the Town with a Certificate of Liability of \$1,000,000,000 listing the Town as

Certificate Holder and Additional Insured. The determination of need is based on the size, complexity, and level of risk of the celebratory gathering. The applicant shall work with the Department of Parks & Recreation in advance of the event to determine whether liability insurance is required. This requirement may be waived if the applicant only wishes to submit a Holiday Display.

#### **E. Design Criteria for Proposed Holiday Displays**

The following are the key elements utilized to evaluate whether a display meets the intent of the Town's Holiday or Seasonal Display Policy.

1. The display shall be three-dimensional in appearance and limited to 6' tall, 4' wide, and 3' feet:
  - a. The display cannot just be a sign or advertisement.
  - b. The display shall be intended to celebrate the holiday season or commemorate the winter seasonal event".
  - c. Temporary displays shall be permitted for display during the period beginning on the Tuesday after Thanksgiving and concluding on January 10.
2. The display may include:
  - a. Paintings of a scene or a place relative to the holiday or season
  - b. Figurines or symbols that celebrate the holiday or season and are appropriately scaled for the space, not to exceed the permitted display dimensions.
3. Hand-made displays are encouraged. Inflatable displays are not permitted.
4. Identification of Applicant on the Display  
The Town recognizes that some groups may wish to make the public aware of their display by displaying the name or logo of the group as part of the symbol or image provided. While the Town will permit such acknowledgment to a certain degree, the Town will reject any such display that detracts from the exhibit as an item intended to celebrate the holiday season. To provide criteria for both the Town and potential groups concerning this matter, this policy hereby establishes standards that all temporary groups must abide by:
  - a. The applicant's name or business logo shall only be placed at the bottom right-hand or left-hand corner of any display item. If the item has no discernable corners, the name or logo shall still be allowed on the item, but not in a prominent fashion, as determined by the Town Manager or a designee.
  - b. The applicant's name or business logo shall not comprise more than five percent (5%) of the face of the overall display item.
  - c. No donation shall contain any message or advertisement that conveys a sentiment beyond any holiday season theme.
5. No live animals are permitted as a part of any holiday or seasonal display.
6. No live performances or live models are permitted as part of any holiday or seasonal display, except for a one-time celebratory gathering connected with the display and specified in the application.

7. No amplified music or sound shall be permitted as an accompaniment to or as any part of any holiday or seasonal display.
8. No portable generators may be used.
9. Each applicant shall indicate whether a power supply is needed for the display.
  - a. Battery or solar power is the preferred source of energy for displays requiring power. Limited electrical power may be provided by the Town.
  - b. If the applicant requires power provided by the Town, the applicant is limited to one power cord, provided by the applicant, suitable for a 120-volt outlet and utilize 30 watts or less of power.
  - c. The Town shall evaluate the lighting efforts and display once setup is complete and may choose to augment the lighting and/or display as deemed appropriate to create a cohesive look in keeping with Town standards.
10. Tents, canopies, exposed posts, and signage that promote events, programs, activities, services, or memberships are not permitted.

**F. Installation, Care, and Removal of the Display**

**1. Installation**

- a. Groups are solely responsible for the installation and care of their display and must provide the date and time of the proposed installation to the Director of Parks and Recreation at least 24 hours in advance.
- b. Holiday or seasonal displays must be primarily constructed offsite. Site locations are for assembly only of holiday or seasonal displays.
- c. Displays must be set up with all electrical and lighting fully functional on the Tuesday after Thanksgiving, otherwise applicant(s) will forfeit their opportunity to provide a display.
- d. The Town may label or identify the group of displays and/or each individual display with a sign that states: "This display is sponsored by (name of individual or group). It is not sponsored or funded by the Town of Vienna."

**2. Care**

- a. Each holiday or seasonal display must be kept in a neat and clean condition throughout the entire display period.
- b. Displays may not be discolored, broken, or damaged. All repairs shall be made before the display is set up.
- c. Town is not responsible for damage to, or replacement of displays.
- d. If a holiday or seasonal display is damaged, the applicant shall repair the damage or replace the display within 24 hours of receiving notice from a Town representative that the display is in unsatisfactory condition.
  - i. All repairs must be fixed or repaired by the applicant within 24 hours of notice.

- e. The Town receipt or display of holiday or seasonal displays for the Community Use Area imposes upon the Town no affirmative duty to undertake reasonable efforts to preserve and maintain this display while it is on Town property. As a result, all groups are hereby placed on notice that these items are to be shown and exhibited in a public park, on a 24-hour basis, without any on-site security. The Town takes no responsibility for the actions of members of the public in terms of the treatment of same. If any damage or disfigurement occurs to a temporary Holiday Display item, the Town shall promptly remove it and immediately notify the group of such an event. The applicant shall pick up the display from the Town within 3 business days. If the applicant does not pick up the display, the Town may dispose of the display at the expense of the applicant.

**3. Removal of the Item at the End of the Permitted Display**

The applicant is responsible for dismantling and removing the Holiday Display from the Town property by 8:00 p.m. on January 10<sup>th</sup>.

- d. If not removed from Town Property, the Town will dismantle and dispose of the property the next business day. Applicants may be charged for any cost associated with disposal.
- e. Each individual or group is responsible for storing its display during the off-season. Under no circumstances shall the Town be responsible for storing any part or all of a display not removed by the designated removal deadline.

**4. Option for Celebratory Gathering**

Applicants wishing to hold any celebratory gatherings connected with their displays are urged to become familiar with those sections of the Town's Municipal Code governing park use and special events before inviting members of the public to such gatherings.

- b. Applicants must provide a description of the proposed celebratory gathering (to be held on the Freeman Store Lawn) at the time of submission. The celebratory gathering shall follow regulations outlined in the [Town Green Special Event Policy](#).
- c. In accordance with the [Town Green Special Event Policy](#), selected applicants may be required to provide the Town with a Certificate of Liability of \$1,000,000 listing the Town as Certificate Holder and Additional Insured. The determination of need is based on the size, complexity, and level of risk of the celebratory gathering. The applicant shall work with the Department of Parks & Recreation in advance of the event to determine whether liability insurance is required. This requirement may be waived if the applicant only wishes to submit a Holiday Display.

An applicant granted temporary outdoor use of Town-owned property shall comply with the above. Failure to do so may result in immediate revocation of the temporary use privilege and disqualification from consideration for such use in the future.