



# DOWNTOWN SPOKANE DOWNTOWN THEME LIGHTING

Under the Theme Lighting program, the Downtown Spokane Business Improvement District (BID) under the management of the Downtown Spokane Partnership is responsible for reviewing designs, color implementation and instillation and removal of projected images, coordinating rotations of lighting and ensuring quality control standards throughout downtown.

Applicants are responsible for requesting space, developing a design and color proposal, producing a projected image GOBO according to the BID specifications and paying all required costs and fees.

## **Eligibility**

The following criteria are assessed in the approval of proposed theme lighting:

- Requesting organization must encourage a positive image of downtown Spokane.
- Applicants must be, or associate with, a nonprofit organization.
- Lighting may promote city-wide special events or activities open to the public.
- Lighting may celebrate or draw attention to seasonal activities.
- Lighting may promote a public awareness campaign.

## **Availability**

Downtown theme lighting is not available for promotion during spring (Mid-April to June month-end) and from Thanksgiving through New Year. During that time the lights are reserved for Downtown Spokane seasonal promotions. Lights will shine red, white, and blue for federal holidays such as Flag Day, Independence Day, Memorial Day, Labor Day and Veterans' Day.

It is preferred that lighting schemes remain in place for a minimum of two weeks.

## **Approval**

Reservations will be accepted up to one year but no less than one month in advance of the requested instillation date on a first-come, first served basis. Applicants can expect notification of approval/rejection/adjustments within 2 weeks of submittal.

Applicants must submit a design at least one month prior to reservation date for approval, though it is preferred that design is submitted with the application. This requirement does not apply to applicants who have utilized the gobo program in the past if the gobo design has not changed. Applicants are strongly encouraged not to have projected image produced prior to approval.

## **Theme lighting**

### **Location**

Downtown Spokane manages two sets of flood lighting at the Davenport Grand Hotel and the Fox Theater.

### **Design**

Applicants may request lighting scheme of any number of color combinations and color movements.

### **Costs**

Color schemes are available to 501c3 applicants free of charge. Commercial entities will be charged \$100.00 per location.

## Projected images

*As per City Ordinance, projected images cannot be advertising. To assure that the projected image comply with City Ordinance, the Downtown Spokane Partnership requires pre-approval of design before projected image are produced.*

### Location

There are a variety of spaces appropriate for projected images in downtown. These locations include but are not limited to the following:

- River Park Square at Nordstrom (west facing)
- The Wells Fargo Building (east and west facing)
- The Davenport Tower (west Facing)
- The Parkade (south facing)

Downtown Spokane will secure permission to project images from property managers at the properties that images are being projected on and from on behalf of all requestors. Projected image location preferences are identified by the applicant; however, overlapping events may require coordination.

### Costs

#### Installation

The BID contractor has the sole responsibility for installation and removal of projected images. Installation is free to 501c3 organizations promoting an event scheduled to be held downtown, or a community awareness program. For commercial organizations, the installation fee is \$100.00 multiplied by the number of projected images (up to seven available). All applicants must submit a completed application and a nonrefundable deposit of \$25 to secure the reservation. This deposit is applicable toward the total cost of installation.

#### Specifications

Applicants must submit a design at least one month prior to reservation date for approval, it is preferred that design is submitted with the application. This requirement does not apply to applicants who have utilized the theme lighting program in the past if the design has not changed. Applicants are strongly encouraged not to have projected image produced prior to first approval.

Projected images are intended to promote downtown special events and not serve as an advertisement tool. Corporate sponsorship may be identified in text and only with the approval of the Downtown Spokane BID and may not be larger than 10% of the total image.

Projected images are generally viewed quickly or from a distance by drivers. Images should be simple and easy to read.

Once approved applicant is responsible for the production and purchase of the Gobo disk used to project the image. A gobo is a physical stencil or template slotted inside, or placed in front of, a lighting source, used to control the shape of emitted light.

Gobo disks have a limited life span, and may require replacement every three to four years. Downtown Spokane will monitor the quality of the image and make recommendations for replacement. The requesting organization is responsible for its replacement.

A gobo can be created from a wide variety of file types and come in several different styles. The higher the quality of art, the better the gobo.

#### Metal Gobos

- Preferred: Adobe® Illustrator® (.ai file)
- Vectored or line art
- 1800 x 1800 file
- All fonts changed to outlines

- Mac files, do not compress
- Accepted: .ai, .eps, .jpg, .pdf, .psd or .tif files
- Not Accepted: .bmp, .cdr, .doc, .dxf, .dwg, .gif or .png files

ColorScenic or SuperResolution Glass or Plastic Gobos

- Preferred: Adobe® Photoshop (.psd file)
- 600 DPI resolution or higher
- 1800 x 1800 file
- Mac files, do not compress
- Accepted:
- .ai, .eps, .jpg, .pdf, .psd or .tif files
- Physical photograph or artwork – 100% of size
- Not Accepted: .bmp, .cdr, .doc, .dxf, .dwg, .gif or .png files

**Production Costs**

Projected image range in cost from \$20-\$600 per gobo depending on customization and color use.

View stock designs: Apollo Design: [www.apollodesign.net](http://www.apollodesign.net)

**Production Resources**

VIP Production Northwest  
 1011 E 2nd Ave Suite 6  
 Spokane, WA 99202  
 509-747-4804  
[sales@vipproductionnw.com](mailto:sales@vipproductionnw.com)  
[www.vipproductionnw.com](http://www.vipproductionnw.com)

AMP'D Entertainment  
 11616 E. Montgomery Dr. #60  
 Spokane, WA. 99206  
 509.838.9861  
[sales@ampdspokane.com](mailto:sales@ampdspokane.com)  
[www.ampdaudiovisual.com](http://www.ampdaudiovisual.com)

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