

TOWN OF CLARESHOLM

POLICY

POLICY # 71

REPLACING POLICY # _____

EFFECTIVE DATE November 13, 2007

SUBJECT Electronic Community Sign Usage

DEPARTMENT Administration

AUTHORITY Council Resolution

DATE PASSED November 13, 2007

PURPOSE: To establish a policy for usage of the Town's electronic community sign.

POLICY:

- 1) All requests shall be directed to the Secretary-Treasurer to determine eligibility.
- 2) Sign is to be used to promote community events only. Advertising and/or sponsorship recognition for any private and/or for-profit business is not allowed in any announcement.
- 3) Groups allowed access to using the sign will be of a non-profit nature only.
- 4) Priority will be given to arena events such as hockey games, skating events, and farmer's markets over all other community events.
- 5) Announcements will be displayed starting within three weeks prior to the actual date of event occurrence.
- 6) The maximum words per announcement is twelve (12).
- 7) The maximum number of announcements being displayed at any given time will be six (6).
- 8) Town of Claresholm Arena staff will post arena activities and those announcements deemed acceptable by the Secretary-Treasurer.