

**CITY OF JEFFERSON – ELECTRONIC MESSAGE APPLICATION
FOR CIVIC PROMOTION (adopted 7/2015)**

A. Application

- a. All requests for permission to have a message placed on the electronic sign at City Hall shall be made to the Director of Parks, Recreation and Forestry on the city application form.
- b. The Director shall review such application. If any application fails to meet any of the requirements of this policy, the Director shall not approve the application and will provide the basis for denial in writing to the applicant.
- c. All City sponsored messages will have first priority in placement on the electronic sign. All messages will be restricted to events open to the public held within the city limits.

B. Messages and Submittal

- a. Messages will be posted no more than two weeks prior to the event. Messages must be submitted at least 2 weeks in advance.
- b. Only one message per event will be allowed.
- c. The City of Jefferson does not guarantee that every message will be posted on the sign or on the requested dates.
- d. The Parks, Recreation and Forestry Department have the discretion to accept or reject requests and may alter submitted text to fit the sign design.
- e. A new message rotation will be posted each Monday and run through the following Sunday.
- f. Messages receive 10 seconds of display in each loop. Each loop will have up to 20 slides.
- g. The following uses by community groups are not permitted on the sign:
 - i. Commercial or private advertising
 - ii. Images that advertise any political issues (other than voting), political candidate and/or religion
 - iii. Images that bear the name or likeness of any alcohol beverage, tobacco product or contain images or sayings which in the opinion of the Director are offensive.
 - iv. Advertising of events not open to the general public
 - v. Private and/or congratulatory messages (ie birthdays, engagements, births, etc.)

C. Emergency Usage

- a. All slide activity will be suspended for certain emergencies, including:
 - i. Amber/Silver Alerts
 - ii. Severe weather warnings (tornado, blizzard warnings, etc)
 - iii. Other public safety emergencies as deemed by the City Administer
- b. Other emergency messages will be rotated in with other slides, including
 - i. Fire restriction information
 - ii. Severe weather watches
 - iii. Traffic impacts
 - iv. Other public safety messages as deemed by the City Administer

D. Discretionary Approval Authority:

- a. The City at all times reserves the right to exercise its discretion in implementing this policy based on its consideration of public policy, community health and safety issues.
- b. **Application for Appeal.** The property owner may appeal a decision to deny or revoke the over the electronic message request to the City Regulatory Committee. All applications for appeal shall be submitted within fifteen (15) calendar days of the notice of denial. The decision rendered by the City Regulatory Committee shall be final and binding.

Electronic Message Permit Application



Name of Organization: _____

Address: _____

Phone number: _____

Responsible Individual: _____

Email Address: _____

Permit application must be submitted at least one month prior to requested date. Permits shall be granted for a period of one week, which may be extended up to 2 weeks at the discretion of the Director of Parks, Recreation and Forestry considering availability. Permits will be grant for the promotion of a Jefferson Civic or community event.

Proposed dates for message (extensions granted based on week preference and availability) One week _____ To _____
Second week _____ To _____

Applicant shall indemnify, defend and hold the city harmless against and from any liabilities, costs and expenses incurred by City which may in any manner result or arise in the course of , out of or the result of negligence of applicant, its agents, successors, assigns, contractors, an employees in connection with the electronic message.

Electronic Message:

I have read and understand the above.

Signature of Applicant

Date

Date approved by the Director of Parks, Recreation and Forestry _____