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| Subject: | Electronic Sign Policy | Policy No.: | A-05-17 |  |
| Department: | Administration | | | |
| Approval Date: | November 29, 2017 | Review Date: | December 18, 2019 | |
| Associated Policies: | | | | |

Electronic Sign Policy

Purpose

The electronic sign, situated at the corner of 50th Street and 50th Avenue, will be used to promote the Town of Drayton Valley (herein after referred to as the "Town"), its events and programs, and provide information to the public on important issues. The electronic sign may also be used by local charities and not-for-profit organizations, as well as local commercial businesses, to promote various events that are open to the public and taking place in the Drayton Valley area.

General Policy

1. This Policy establishes rules regarding requests for advertisements or messages placed on the electronic sign.

Definitions

2. Within this Policy the following definitions shall apply:
 - a. *advertisement or message* is the content that is displayed on the electronic sign. Advertisements or messages must reflect events that are open to the general public in the Drayton Valley area; or announcements of general public interest;
 - b. *charity* means an organization that is legally registered with the Canada Revenue Agency or the Government of Alberta and carries a valid registration number for charitable means;
 - c. *commercial* is a business or corporation that charges for a service(s) with the intent to recover the original cost plus a markup value (a profit) for the service(s). Commercial organizations doing business in Town directly and/or indirectly and who possess a valid Business License from the Town are eligible to submit advertisements; and

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- d. *not-for-profit and non-profit* means an organization which is operated on a cost-recovery basis, for which incorporation is granted by the government or, in some jurisdictions, an unincorporated association of individuals, for a purpose set out in statute such as religious, scientific, social, literary, educational, recreational or benevolent purposes;

Responsibilities

3. A charity or not-for-profit organizations will not be charged for usage of the Electronic Sign.
4. A commercial business will pay the commercial fee as indicated on the Town's annual Fee Schedule.
5. The Town will not be responsible for any sign malfunction beyond its control (eg. power failure or technical issues).
6. The electronic sign shall be booked on a first come first serve basis, however in the event of an emergency, the Town has the right to suspend all messages and use the sign for emergency purposes only. The Town reserves the right to preempt, remove or delay playing an advertisement for non-payment or any other reason it may deem necessary, such as emergency announcements.
7. Messages that were delayed or did not appear for emergency reasons or circumstances beyond the control of the Town will be re-scheduled for the time that was missed at no charge. If the information was time-sensitive, the company or organization will be permitted to run a future message at no charge for the same amount of time that was missed.
8. The Town, at its sole discretion, may accept or reject the content of a message if, in its opinion, the content is deemed inappropriate; this includes but is not limited to racism, discrimination, hate or inappropriate language. The Town further reserves the right to remove messages if a significant number of complaints are received. The company or organization will receive a pro-rated refund from the Town.
9. The Town reserves the right to amend or modify the submitted message to conform to the specifications and limitations imposed by the sign size and the software. Every endeavor will be made to retain the essence of the message.
10. Advertisements that promote events outside of the Town or Brazeau County, or promote political messages will not be accepted for display.

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Procedure

11. Organizations and companies will be required to complete an Electronic Sign Form that can be delivered to the Civic Centre or emailed to the Communications Department.
12. Advertisements or messages must be submitted two (2) weeks prior to start date.
13. The Communications Department will upload the message to the electronic sign and ensure it runs for the required length of time, subject to the foregoing.
14. The Communications Department will, through the Town's accounting process, invoice the company for the message based on the Town's annual Fee Schedule.
15. This Policy shall come into effect on January 1, 2020.



Mayor

December 18, 2019
Approval Date

