

**TOWN OF BON ACCORD  
POLICY STATEMENT**

**SECTION:** ADMINISTRATION

**POLICY RESOLUTION NO.:** 15.31

**SUBJECT:** COMMERCIAL ELECTRONIC SIGN

**RESPONSIBLE AUTHORITY:** Administration Department

**APPROVED BY COUNCIL:** February 3, 2015

**REVIEWED & REVISED BY COUNCIL:** November 3, 2015 Resolution 15.239  
January 17, 2017 Resolution 17.017  
June 4, 2019 Resolution 19-157

**PURPOSE AND INTENT:** To establish guidelines and procedures for usage of the Commercial Electronic sign located at 4706 - 51 Street, Bon Accord AB T0A 0K0.

**POLICY STATEMENT:** This policy addresses the use, fees and programming of the Commercial Electronic Sign.

**DEFINITIONS:**

1. **"Business Advertisement"** means any message and/or advertisement, submitted by a business, not including a Community Event;
2. **"Commercial Electronic Sign"** means the Town digital communication sign located at 4706-51 Street, Bon Accord AB T0A 0K0;
3. **"Employee"** means any individual employed by the Town of Bon Accord;
4. **"Message"** means the content that is displayed on the Electronic sign;
5. **"Town"** means the Town of Bon Accord.

**GUIDELINES:**

1. All messages on the Commercial Electronic Sign will be in accordance with the following criteria:
  - a) Messages are for business advertisement only.
  - b) Messages that promote the following are not permitted:
    - i. Personal benefit;
    - ii. Religious or Political views;
    - iii. Racist or sexist views;
    - iv. False, misleading or deceptive information;
    - v. Any other topic at the Towns discretion.

- c) The Town will not be responsible for any sign malfunction beyond its control (i.e., power failures or technical issues).

**PROCEDURES:**

1. Booking the Electronic Sign shall be done at the Town Office, with the message in writing and must include preferred start and end dates.
2. Messages will appear for seven consecutive days from 12:00AM the first day until 11:59PM on the seventh day (i.e. Monday at 12:00AM to 11:59PM the following Sunday).
3. Messages may be removed by the Town at any time for any reason with no prior notification.
4. The number of Messages and the length of Messages that can appear within a defined period of time may be limited according to Town discretion in accordance with any Alberta Transportation guidelines.
5. The Town reserves the right to edit or refuse a Message.
6. It is the responsibility of the Town Employee to program the Electronic Sign.
7. Business Advertisements will be allowed, on a first come, first served basis. Each business is permitted to advertise as deemed appropriate by the Town.
8. Space will be allocated based on availability according to the message priorities and the discretion of the Employee.
9. Businesses within Bon Accord submitting Business Advertisements must have a current Bon Accord Business License and be in good standing with the Town.
10. The Commercial Electronic Sign will not have more than twenty (20) active advertisements at one time. If the limit is at max capacity for the dates someone wishes to book, alternative dates will be offered.
11. Complementary advertising for Business inside and outside of Bon Accord shall be provided:
  - a. Two weeks per month for the year – no changes are made to text or graphic of the advertisement.
  - b. Additional advertising for a special event or promotion are available at fees specified (refer Schedule A).
12. Fees shall be paid in full at the time of booking (refer Schedule A).

## **Schedule A**

### **Complementary**

1. Posting a Business Advertisement from a business within Bon Accord with a valid Bon Accord business license as defined by the Business License Bylaw will be complementary (free), for two (2) weeks per month for the year.
2. Posting a Business Advertisement from a business outside of Bon Accord with a valid Bon Accord Business License as defined by the Business License Bylaw will be complementary (free), for two (2) weeks per month for the year.

### **Fees**

1. Additional advertising from a business within Bon Accord with a valid Bon Accord business licence as defined by the Business Licence Bylaw will be at a rate of \$50.00/week or \$100.00/month plus GST, providing no changes are made to the text or graphic of the advertisement.
2. Additional advertising from a business outside Bon Accord with a valid Bon Accord Business Licence as defined by the Business License Bylaw will be at a rate of \$100.00/week or \$200.00/month plus GST, providing no changes are made to the text or graphic of the advertisement.
3. Posting a Business Advertisement from a business outside Bon Accord without a valid Bon Accord Business License as defined by the Business License Bylaw will be at a rate of \$150.00/week or \$250.00/month plus GST, providing no changes are made to the text or graphic of the advertisement.