

**TOWN OF BON ACCORD
POLICY STATEMENT**

SECTION: ADMINISTRATION

POLICY NO.: 14-202

SUBJECT: SIGN RENTAL POLICY

RESPONSIBLE AUTHORITY: Administration Department

REVIEWED & APPROVED BY COUNCIL: August 19, 2014

PURPOSE AND INTENT:

To establish guidelines and procedures for the rental and usage of the Community Events Sign.

POLICY STATEMENT:

This policy addresses the rental of the Community Sign understanding that the purpose of this sign is to communicate with residents as well as advertise for local businesses.

DEFINITIONS:

1. "Business Advertisement" means any message and/or advertisement, submitted by a business, not including a Community Event;
2. "Community Event" means any event taking place within the Town of Bon Accord that is of general interest to residents;
3. "Community Sign" means the Town's communications sign;
4. "Employee" means any individual employed by the Town of Bon Accord.
5. "Message" means the content that is displayed on the Community Sign;
6. "Personal Message" means an announcement for a birthday, anniversary or other message of a personal nature, subject to Town approval.
7. "Regular Business Hours" means 8:30 am - 4:30 pm, Monday to Friday, closed for lunch from 12:00 pm - 12:30 pm and closed all statutory holidays;
8. "Town" means the Town of Bon Accord;

GUIDELINES

Messages submitted by the following are permitted:

- Employees
 - Council
 - General public
 - Community groups
 - Businesses hosting or sponsoring a Community Event or the RCMP
 - Businesses
 - Other emergency agencies or groups
- Messages will include:
 - Events that are open to the public
 - Information of public interest
 - Public safety
 - Personal messages such as birthdays
 - Business Advertisements
- Message priorities are as follows
 - Emergency information
 - Town information
 - Community groups (not for profits)
 - Personal messages
 - Business Advertisements, businesses within Bon Accord
 - Business Advertisements, businesses outside Bon Accord
 - Other
- Messages that promote the following are not permitted
 - Personal benefit
 - Religious or view points
 - Political messaging or campaigning
 - False, misleading or deceptive information
 - Racist or sexist views
 - Any other topic at the Town's discretion
 - The Town will not be responsible for any sign malfunction beyond its control (eg. power failures or technical issues).

PROCEDURES

1. Booking of the Community Sign shall be provided in writing to the Town Office during regular business hours; messages must include preferred start and end dates and received two weeks prior to the event.
2. Messages, excluding personal messages, will appear from 9:00 a.m. Monday, to 9:00 a.m. the following Monday.
3. Personal Messages will appear for two days before the occasion and the day of the occasion.

4. Messages may be removed by the Town at any time for any reason with no prior notification.
5. The number of messages and the length of messages that can appear within a defined period of time may be limited according to employee discretion.
6. Sign information shall be posted only during regular business hours and are administered on a first come, first serve basis.
7. The Town has the authority to replace any message in an emergency situation in order to advise the public (eg. if a fire ban is in effect). The original booking can either be refunded in full or reposted at a mutually agreed date by both parties with no extra charge.
8. The Town reserves the right to edit or refuse a message.
9. It is the responsibility of the Parks and Recreation staff to program the Sign.
10. Business Advertisements will be allowed, on a first come, first served basis. Each business is permitted to advertise a maximum of one week, once per month.
11. Space will be allocated based on availability according to the message priorities and at the discretion of the employee.
12. Businesses within Bon Accord submitting business advertisements require a current Bon Accord Business License.

FEES

- Fees for posting Personal Messages (birthdays, anniversaries, etc.) on the Community Sign will be at a rate of \$10.00 plus GST.
- Posting a message from a not for profit group within Bon Accord will be free of charge.
- Fees for posting a message from a not for profit group outside of Bon Accord will be at a rate of \$10.00 plus GST for the week.
- Fees for posting a Business Advertisement from a business within Bon Accord will be at a rate of \$10.00 plus GST for the week.
- Fees for posting a Business Advertisement from a business outside of Bon Accord will be at a rate of \$20.00 plus GST for the week.
- Fees shall be paid in full at the time of booking.