

Dynamic Message Board Sign Policy

Purpose statement. The dynamic message board sign is to be operated by the City of Delano for the purposes of improving communication with residents and visitors regarding community events, news, and announcements for the City of Delano.

The City of Delano will use the message board sign for publication and announcement of City of Delano events, news, updates and community messages. The content and quality of messages will be determined by the City.

All messages shall be posted for a minimum of six seconds per message.

The City will manage quantity of messages that will be rotating at any one time, but ideally not more than six (6) messages in rotation.

Messages will be rejected and not posted that:

- Contain vulgar language
- Are personal attacks of any kind
- Are prejudicial or contain hurtful remarks made toward any person or entity, including ethnic, racial, or religious group
- Includes individual business services and/or direct sales/promotions of goods and services
- Benefits, fundraisers, or memorial services for an individual
- Are off-topic or not in conformance with the purpose statement
- Promote services, products, or political organizations, campaigns, and political statements
- Includes promotions and/or events outside of the City of Delano limits
- Contain moving graphics

Costs of Services

Ad slots are available (subject to availability) at the following rate:

- \$40 per week (one week minimum).

The City will make the opportunity to post messages available for the following entities:

Chamber of Commerce:

As a partner with the City of Delano in the endeavor, the Chamber of Commerce will have the priority to use the message board sign with the goal of advancing economic development interests and activities within the community.

The Chamber of Commerce may display one message (as part of a series of rotating messages at any one time) continuously throughout the year, and may have additional messages (provided that there is availability) at no additional cost.

City of Delano-based Community Groups/Organizations

Qualifications:

1. Non-profit organizations and community groups comprised of 75% or more Delano residents; or,
2. Non-profit organizations and community groups conducting 75% or more of its services and/or events within the City of Delano; and,
3. Messages are for organization activities, services, and events being offered in Delano that are open to the public (fundraising or otherwise).

Community Groups/Organizations

Definition: Non-profit organizations or community groups that do not meet the qualification for “City of Delano-based Community Groups/Organizations” and are seeking to promote an event that takes place in Delano and is open to the public. These groups need not be based in Delano.