

**APPLICATION FOR USE OF THE ELECTRONIC SIGN**

Organization Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Telephone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

Date of Event: \_\_\_\_\_

Type of Event (circle one):

Community event

Fundraiser

Congratulations

Meeting

Welcome to the Community

Registration Dates

School Cancellation

Location of Event: \_\_\_\_\_

Date(s) message should appear on sign: \_\_\_\_\_

Content of Message: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Application Name (printed)

Application Signature

\_\_\_\_\_

\_\_\_\_\_

City Administrator Approval:

\_\_\_\_\_

**CITY OF SAC CITY**  
**ELECTRONIC SIGN USAGE PROCEDURE AND POLICY**

**Purpose: To establish rules regarding requests for information placed on the City's electronic sign.**

The following guidelines have been adopted by the City Council of Sac City, IA for usage of the electronic sign. All requests are to be made by filling out an application provided by the City of Sac City. Unless otherwise approved by the City Administrator or designee, these guidelines will be followed in their entirety.

Information required to be included in the application

- Organization name
- Contact person
- Telephone number
- Email address
- Date of event
- Type of event
- Location of event
- Date(s) messages should appear on sign
- Content of message

Organizations authorized to post information on the electronic signs

- City/County Government (City Council, Departments, Committees, etc.)
- Schools
- Sports teams
- Sac City Chamber Main Street
- Non-profit organizations.

Type of Announcements

- Community events
- Fundraisers
- Congratulations
- Meetings
- Welcomes to the community (business)
- Registration dates
- School Cancellations

### Duration (maximum)

- Community Events 14 days
- Fundraisers 14 days
- Congratulations 7 days
- Meetings 7 days
- Welcomes to the Community 14 days

The City has the sole discretion to accept or reject the organization making the request and/or the content of the message, as well as the ability to alter the text accordingly to fit the design. In the event there are several requests for any given time period the request will be posted on a first come--first serve basis.

In the event of an emergency, the City has the right to suspend all messages and use the sign for emergency purposes only.

No personal requests will be posted on the electronic sign (i.e. birthdays, engagements, weddings, etc.).

### Responsibility

It will be the responsibility of the City to manage and submit messages to the electronic sign. If there are any questions regarding whether or not a group requesting use of the sign is authorized per this policy, or regarding the content of a message, the city administrator or designee will make a decision regarding the request.