

Electronic Sign Usage Policy

Town of Fremont

Effective Date: December 17, 2013

PURPOSE: This policy establishes the criteria for groups outside of Town affiliated agencies and organizations to use the electronic sign on Hwy 110 in front of the Town Hall. The policy also outlines the procedures used by Town personnel to administer the sign. The sign is to be used to inform the community about events, activities and programs that are of interest to the general public. Advertising and/or sponsorship recognition for any private and/or for-profit business is not allowed. No individual messages.

ADMINISTRATIVE OVERSIGHT: Responsibility for administering the policy shall be with the Town of Fremont Clerk's Office.

SIGN USAGE: The first priority for the sign is to give important instructions and information to ensure public safety during emergencies including, but not limited to storm preparedness, road closures and police and fire emergencies. During such emergencies, use of the sign by other groups as outlined below may be restricted or suspended at the discretion of the Town Clerk and/or Town Chairman.

The second priority for sign usage goes to non-emergency Town announcements such as, but not limited to, information on elections, property tax payments, town meetings, and Town sponsored events, Town of Fremont's Planning Commission and Wolf River Sanitary District.

If there is availability, the sign may be used by local non-profit groups to announce events or special programs. (Proof of non-profit status must accompany message application). In the event there are several requests for any given time period and the Town cannot post all requests, the requests will be posted on a first-come, first-served basis. Announcements will not be posted more than two weeks prior to an event or registration deadline unless space allows. While every effort will be made to accommodate requests, the number of other applicants and Town usage may mean that the sign is not available for the duration or frequency requested. Only one message per event will be allowed.

The sign is not available to for-profit business, political groups or political candidates (not including official government events involving state, federal or local elected officials). The Town Board of Fremont shall also have the authority and sole discretion to deny use of the sign to groups whose mission or purpose is deemed to be offensive or against the best interest of the residents of the Town. The sign is not to be used for general advertisement of groups or regular meeting times such as weekly church services.

Requests for sign usage should be made in writing (email is acceptable) and should include the type of event, date and time of event, group sponsoring the event and contact information for a responsible party within the organization. **The request for the sign usage shall be made 2 weeks prior to the event.** The Town has a standardized form available for such purpose. Group shall contact the Town Clerk's Office as soon as possible to make any changes or cancellations to event information. Acceptance of a request in no way guarantees that the announcement will appear on either sign. The organization's requested message text may be modified by the Town without notice to conform to space and content restrictions. The Town is not responsible for any errors or omissions in content.

Contact Information:

Town Hall – 920.446.2777

Town Fax - 902.446.2778

Town e-mail: townfremontclerk@centurylink.net

**Application for Use of Town of Fremont Electronic Sign
Hwy 110, Fremont**

Community Group: _____

Applicant Name: _____

Applicant Address: _____

Applicant's Phone Number: _____

Event/Display Message – note – maximum words per announcement is twelve (12):

It is recommended that messages be kept brief and concise.

Display Message Start Date: _____

Display Message End Date: _____

Applicant has read and agrees to the usage policy for the Town of Fremont Electronic Sign located at Hwy 110, Fremont. The applicant understands that any town event or emergency which occurs during the display time will take precedent over any other message.

Signature of Authorized Applicant: _____

Date _____

Office Use Only: Date Received _____ Sign Displayed _____ Comments _____