



# VILLAGE OF TWIN LAKES

## POLICY MANUAL

### C-3

#### Community Event Sign

##### I. INTRODUCTION

In the summer of 2013, the Village installed an LED community event sign at the corner of Lake Street and Main Street in Central Park in downtown Twin Lakes. The Village's community event sign should provide useful information and reflect a positive and inspiring image of Twin Lakes to citizens, businesses, and visitors. The primary purpose of the community event sign is to serve as a mechanism to post Village meetings. The Village is willing to open up use of the sign to events on a limited basis and as available.

##### II. DISPLAY

The community event sign will continuously show UP TO four separate messages. Limiting the messages ensures that all who pass by the sign will have the opportunity to view most or all messages. The timing of each message will be auto regulated through the sign software and will not be adjusted for specific messages.

##### III. COMMUNITY EVENT ELIGIBILITY

The community event sign MAY be used to promote special events sponsored by non-profit organizations and civic groups when availability allows. If not all four messages are used by publicizing Village meetings and events, the vacant messages will be used on a first come first served basis. Only not-for-profit and civic groups entities are eligible to have a message on the community event sign. Only public events open to and benefitting Twin Lakes' general public will be published.

Eligible special events are those that occur less than three times a year. Ongoing programs will not be publicized on the sign. Only one request per event per year can be submitted for consideration.

The Community Event Sign Message Request Form must be submitted within two weeks of the event. A special trip to the sign will not be made to add messages. If a request is in hand at the time of updating the sign, it will be included if it meets the eligibility criteria and is approved by the Village Administrator. Coverage of event may vary based on the schedule of updating the sign.

##### IV. PROHIBITED CONTENT

The community event sign will not display the following types of content:

- corporate or other for-profit organization events
- content promoting illegal activities or events
- sexually explicit content or events
- sales of firearms or other weapons
- information that violates any of the Village's non-discrimination or equal opportunity policies
- candidates for local, state, or federal offices
- political organizations or other organizations advocating a position on a local, state or federal issue
- events not open to the general public

#### V. APPROVAL AND OWNER RIGHTS

The Village Administrator will make the determination on the content on the community sign. The community event sign is designed to assist with notifying the public of Village meetings. First priority goes to displaying meeting notices and Village-sponsored events. The Village retains the right to deny requests for messages. The Village reserves the right to edit messages based on spacing needed to create the message. The Village Administrator will determine the length of display based on the schedule of updating the sign. There is no guaranteed time of coverage.

By order of the Village Board: 8/19/13



# VILLAGE OF TWIN LAKES

## COMMUNITY EVENT SIGN MESSAGE REQUEST FORM

Please review Policy C-3 "Community Event Sign" for more information on requesting messages.

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

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

Contact Info: \_\_\_\_\_ / \_\_\_\_\_  
(Phone) (Email)

Event Name: \_\_\_\_\_

Event Date/Time: \_\_\_\_\_

Requested Message: **NOTE: Message may be adjusted to fit sign.**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Date Submitted: \_\_\_\_\_

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\_\_\_\_\_

Administrator Approval: \_\_\_\_\_ [ ] nonprofit/civic group?

Week to put on sign: \_\_\_\_\_ [ ] event open to and benefits the general public?

Date put on sign: \_\_\_\_\_

