



Electronic Signage

Procedure No.: PS-REC-5	Council Resolution No.: N/A
Department: Recreation	Authority: Chief Administrative Officer
Effective Date: September 24, 2018	Revision Date: January 9, 2023
Review Date: December 2025	Repealed Date:
Supersedes: N/A	
Related Policy No.: PS-REC-5	
Related Policy Name: Electronic Signage	

1.0 PURPOSE

1.1 The purpose of this procedure is to implement a process for the display of information on the Electric Sign. Utilization of this sign will assist the Municipality and its stakeholders with communications and the building of community.

2.0 OPERATING GUIDELINES

2.1 Eligibility

2.1.1 Advertising opportunities will be available for:

2.1.1.1 Not-for-Profit or volunteer based organizations that operate within the Town of Taber and MD of Taber;

2.1.1.2 Community events that contribute to the social well-being of the community and is of general interest to the residents;

2.1.1.3 Individual messages that have been pre-approved by the Municipality;

2.1.1.4 Public Safety messages;

2.1.1.5 Messages from the Municipality; or,

2.1.1.6 Sponsors of Municipal events and facilities.

2.1.2 The following will not be considered for inclusion on the sign:

2.1.2.1 Personal messages/notices;

2.1.2.2 Messages that promote political, factional or religious viewpoints;

2.1.2.3 Sexually suggestive material;



- 2.1.2.4 Discriminatory notices that would incite hatred towards any group;
- 2.1.2.5 Activities or events that are unlawful;
- 2.1.2.6 Activities or events that are contrary to the policies of the Municipality;
- 2.1.2.7 Business advertisements;
- 2.1.2.8 Job postings other than those for the Municipality;
- 2.1.2.9 Electoral campaigning; or,
- 2.1.2.10 Any other content deemed unsuitable by the Municipality at its sole discretion.

2.2 Process:

- 2.2.1 Community Organizations or groups, must complete the application form for review.
- 2.2.2 The Municipality reserves the right edit text and images to appropriately deliver information to the public.
- 2.2.3 The Municipality has the right to edit or reject any submissions that are not deemed appropriate.
- 2.2.4 Messages must be brief and concise to allow for the best clarity.
- 2.2.5 Messages may be displayed for a minimum of one week and maximum of three weeks, unless prior approval has been received.
- 2.2.6 All digital media must follow the Town of Taber Land Use Bylaw
- 2.2.7 The advertiser shall not hold the Municipality responsible for any error and/or omissions that may occur, however caused.
- 2.2.8 Appearance of messages is subject to constraints of priorities, as well as electronic and mechanical limitations.
- 2.2.9 Posting will take place once per week, where practical.
- 2.2.10 The dates of the postings, their duration and final content are all at the final discretion of the municipality.
- 2.2.11 In the event of an emergency, the Municipality has the right to suspend all messages and utilize the sign for emergency purposes only.
- 2.2.12 Should the sign be down for a period of time due to emergency situations, weather or technical issues, the Municipality will reimburse pro-rated time.



2.2.13 The Municipality reserves the right to make changes to this procedure and the fee schedule

2.2.14 The Municipality reserves the right to cancel advertising at any time.

2.3 Advertising Parameters:

2.3.1 As per the Land Use Bylaw,

2.3.2 A white background is not recommended.

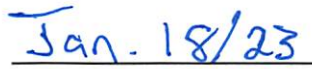
2.3.3 The number of messages and length will be determined based on activity and priorities within a designated time frame.

2.3.4 Full payment is required at the time of booking.

2.3.5 Should an event be cancelled during the appearance of a message, no reimbursement shall be made.



CHIEF ADMINISTRATIVE OFFICER



DATE

