



COMMUNITY DEVELOPMENT DEPARTMENT

Community Pride Sign Policy & Procedures

PURPOSE

To establish a policy and a procedure for posting messages on the City of Coalinga outdoor electronic sign at the **intersection of W. Elm Ave and Coalinga Plaza.**

GUIDELINES

1. The Community Information Board is available for use by all governmental organizations, the public educational community, community service groups, *local not-for-profit organizations, for-profit businesses or as deemed appropriate by the City Manager.

*Messages for places of worship shall be considered with the priority of a local non-profit, and shall be admitted to the message board as long as it is announcing an event or service that is being provided for the good of the community at-large, i.e. a small food bank, clothing give-away center, etc... Messages will not be allowed that contain an advocacy for a particular church, faith, or infringe on the City's necessity to stay neutral in stance as it regards faith.

2. Use of the Community Pride Sign is on a "first come, first serve basis," with a minimum (2) weeks and maximum of (6) months scheduling in advance.
3. It is the policy of the City of Coalinga to not discriminate against any participant, client, or user for any services because of race, creed, color, national origin, marital status, sex or age.
4. Notices by the City of Coalinga shall hold priority above all other postings.
5. The City shall have the authority to prioritize and change postings at any time.
6. The function of the reader board is to promote and advertise special events that benefit the community as a whole:
 - a. Advertising ongoing programs or activities is at the discretion of the City.
 - b. For-Profit Businesses are limited to the following:
 - i. **Business name, logo, address, phone number, website address, QR code**

- ii. Tagline/Mission Statement (Limited to (1) one line)
 - iii. Business must have a Current City of Coalinga Business License.
 - iv. All businesses must be located within the corporate limits of the City of Coalinga; however, consideration may also be given to businesses outside city limits that provide targeted benefits, services, or direct support to Coalinga residents. Businesses that directly compete with existing Coalinga-based businesses are not eligible.
 - v. Must be non-political
 - vi. Must be non-personal in nature
 - c. The intent of the reader board is not to advertise continuing/monthly meeting events or schedules outside the realm of City Business (City Council and Planning Commission Meetings will be displayed).
7. The City reserves the right to refuse to post all or any portion of a message which promotes any activity which is illegal under City, State or Federal law, or which is defamatory, misleading, fraudulent, obscene or indecent.
 8. This policy may be altered or amended by the Community Development Director, with the approval of the City Council, at any time to facilitate the Mission of the City of Coalinga.
 9. All approved sign messages will run according to the fee structure adopted by the City Council by resolution (daily/weekly/monthly/annually)

Unacceptable types of information would include but not limited to:

1. Information which is not of general public interest;
2. Political advertising and campaigning for issues and candidates;
3. Pornography, lewd images, or foul language;

FEES

1. Fees for advertisement will be in accordance with the adopted City Council Resolution.
2. Exemptions: Not-for-profit entities and Special Districts will be exempt from any fees related to posting messages on the sign as long as they meet the policy guidelines.

PROCEDURES

All Community Pride Sign applications must be submitted to the City of Coalinga's Community Development Department and approved by the Director before any text and/or graphics are posted.

The Community Development Department will be responsible for posting and removing the information/messages in a timely manner and determining whether the requested message is consistent with this policy.

The Community Development Department will determine how information will be posted on the sign, its duration and size of message.