



COLUMBIA HEIGHTS CITY HALL DIGITAL SIGN POLICY

OVERVIEW

The City of Columbia Heights' primary reason for having a digital sign is to get relevant information out to the community about official City events and services. If events or services outside of the City's purview are deemed in the common good, and those events and services are not-for-profit, non-politically motivated or non-religiously exclusive, and the organization providing them has directly asked the City to have the event or service advertised on the sign, they/it will be considered for display, though no guarantees can be made. If there are already five or more notices on the sign relating to official City business, other notices will be held off until more space becomes available.

Potentially controversial items will be cleared with the City Manager. It will be up to the Communications Coordinator and City Clerk to determine if an item is potentially controversial. The postings of non-controversial items should continue to be posted at the discretion of the Communications Coordinator or City Clerk. Color, wording, and the addition of graphics should remain up to the discretion of the Communications Coordinator or City Clerk.

In order to ensure each notice receives enough display time, there should be no more than six notices programmed for the sign at any given time. Each slide should be displayed for 10 seconds.

City events should be advertised on the sign at least one week prior to the scheduled event, but no more than a month in advance. No non-City events should be advertised on the sign any more than two weeks prior to the event. All posts should be scheduled to drop off the sign immediately after the advertised event has passed.

All sign requests should be submitted via the digital sign request form on the City's website.

ALLOWED NOTICES IN ORDER OF PRIORITY

The following types of messages may be approved for display, prioritized in this manner, as space allows:

1. Events and services provided or sponsored by the City of Columbia Heights and its associated Divisions
2. Non-profit, nonpolitical organizations putting on a major community event that involves participation from City staff (i.e. The Lion’s Club Jamboree, HeightsNEXT Cheers for Beers)
3. Non-profit, nonpolitical organizations that frequently partner with the City (i.e. SACA)
4. Other government entities operating within the City (i.e. CH Public Schools)
5. Other government entities operating in conjunction with the City (i.e. Anoka County)
6. City Council meeting reminders
7. Local community or civic organizations who wish to advertise a non-political, not-for-profit community event, even though no City staff members are involved
8. A congratulations message (i.e. “Congratulations to the Citizen of the Year Award Winner...”) or a particularly special milestone birthday, retirement or anniversary notice

UNALLOWED NOTICES

The following types of messages shall never be approved for display:

1. For-profit advertisements
2. Notices in favor of or against a political message or candidate, or of an event in favor of or against a political message or candidate
3. Notices of exclusive or private events
4. Religious messages
5. Notices of routine non-City events