

**POLICY FOR
CITY OF TAWAS CITY
SHORELINE PARK ELECTRONIC MESSAGE SIGN
AND GATEWAY PARK BANNER DISPLAY**

The City of Tawas City Council does hereby adopt the following Shoreline Park Message Sign and Gateway Park Banner Display Policies:

A. Purpose

1. The purpose of this policy is to provide guidelines for the posting of messages on the electronic Shoreline Park sign and banners displayed on the Gateway Park banner poles.

B. Electronic Message Sign at Shoreline Park

1. Postings on the Shoreline Park electronic message sign are open to paid or scheduled events held at any Tawas City park.
2. Postings of not-for-profit organizations and governmental agencies located in the Tawas Area school district, open to the Tawas City community. The events shall be deemed not to compete with a Tawas City business on a frequent basis. Frequent shall not be interpreted to exclude seasonal events.
3. Postings shall be limited to a maximum of ten days prior to the event.
4. Posting of the business name and hours of operation of the Shoreline Park concessionaire.

C. Banner Posts at Gateway Park

1. Banners must fit between the posts and be cleanly attached with appropriate ties.
2. Banners must advertise a public event held by a not-for-profit organization or governmental agency located in the Tawas Area School district, open to the Tawas City community. The events shall be deemed not to compete with a Tawas City business on a frequent basis. Frequent shall not be interpreted to exclude seasonal events.

3. Banner for the Northeast Michigan Regional Farm Market may be displayed continuously during the market season.

4. Banner display will be on a first-come, first-served basis, according to these priorities:

- a. City of Tawas City
- b. Council approved events held at Gateway Park
- c. Council approved events held at another Tawas City park
- d. Tawas Chamber of Commerce
- e. Not-for-profit organizations and other governmental agencies.

5. Banners shall be removed within 24 hours of the end of the event.

D. Procedures, Interpretations, Modifications

1. Request for electronic message display and banner display must be submitted to City Hall at least 7 days in advance of the desired posting date. Exception to the 7 day limitation shall be at the sole discretion of the Tawas City Clerk.

2. Requests shall be made in writing by completion of the appropriate application form for electronic message sign and banner display and approved for compliance with this policy by the Tawas City Clerk.

3. It is not the intent of the City to create a forum for displays that are for the purpose of advocating a particular political or religious point of view. Advertising of products or services by commercial enterprises are not permitted.

4. Interpretations, clarifications and exceptions to this policy may be made only by the Tawas City Planning Commission or its chairperson when time is of the essence.

5. Modifications to this policy may be made only by the Tawas City Council.

Adopted by the City Council on November 17, 2014

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