

Date Received: _____
Received By: _____

City of Tawas City

550 West Lake Street ▪ PO Box 568 ▪ Tawas City, Michigan 48764

Shoreline Park Electronic Message Sign/ Gateway Park Banner Display Application

___ Shoreline Park Electronic Message Sign (application must be received at least 7 days prior to date requested)

___ Gateway Park Banner Display (sign must not be bigger than 9' X 26")

Applicant _____
Name _____ E-mail address _____

Address _____ Zip Code _____ Telephone Number _____

EVENT: _____

MESSAGE TO BE PLACED ON ELECTRONIC SIGN (We recommend you include Event, Date, Time and Location) – PLACE ONE CHARACTER PER BOX – SPACES ARE A CHARACTER

Time Event Begins _____ Time Event Ends _____
(Date & Time) (Date & Time)

Requested Posting Date (s) _____

Signature: _____ **Date:** _____

FOR CITY USE ONLY	
Tawas City Clerk: Approved _____ Denied _____ Date _____	
Days to be Displayed:	

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 policy:

A. Purpose

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

B. Electronic Sign in Shoreline Park

Messages on the electronic sign in Shoreline Park are limited to the following:

1. Official City of Tawas City, Tawas Area Chamber of Commerce, or Tawas Area Business Association events and/or announcements.
2. Business anniversaries within the DDA District.
3. Official Tawas Area Schools announcements and/or events. This usage would not include such things as frequently recurring meetings or regularly scheduled sporting events.
4. Scheduled and paid community events approved by the City and held at any Tawas City park. Community events are defined as events that are civic, political, public, or educational in nature.
5. The business name and hours of operation of the Shoreline Park concessionaire if desired by the business owner.

Requests for postings must be submitted to City Hall a minimum of seven (7) days prior to the desired date of posting.

Postings are limited to a maximum of ten (10) days prior to the event and will be removed from the electronic sign immediately after the event.

C. Banner Posts at Gateway Park

1. Banners must fit between the posts and be cleanly attached with appropriate ties. Sagging or crooked banners may be removed by the City.
2. Banners must advertise a public event held by a not-for-profit organization or governmental agency located in the Tawas Area School district, and that are 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. A 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. City approved events held at Gateway Park
 - c. City approved events held at another Tawas City park
 - d. Tawas Area Business Association
 - e. Tawas Chamber of Commerce
 - f. Not-for-profit organizations and other governmental agencies
5. Banners may only be displayed for a maximum of ten (10) days and shall be removed within twenty-four (24) hours of the end of the event.

D. Procedures, Interpretations, Modifications

1. Requests for electronic message display and banner display must be submitted to City Hall at least seven (7) days in advance of the desired posting date. Exception to the seven (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 is 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
Updated by the City Council on September 16, 2024