



CITY OF FLAGSTAFF

CITY OF FLAGSTAFF RECREATION FACILITIES ADVERTISING POLICY

1. PURPOSE

This policy establishes criteria for advertisements at City of Flagstaff Recreation Facilities (“Recreation Facilities”) and provides guidelines for the sale of advertising space within City Recreation Facilities. The City of Flagstaff’s (“City”) objective in managing its advertising at its Recreation Facilities is to generate revenue by offering opportunities to promote activities and brand local businesses while maintaining a welcoming and comfortable environment for Recreation Facility patrons.

The mission of the City Recreation Section is to enrich the lives of our community by providing exceptional opportunities for families and individuals of all abilities to participate in programs valuable to sustaining a healthy lifestyle, which is achieved through youth and adult programming and activities at City Recreation Facilities. Consistent with this mission, the City places great importance on maintaining secure, safe, and comfortable Recreation Facilities for Flagstaff residents and visitors. This policy is intended to provide clear guidance regarding the types of advertisements that will allow the City to generate advertising revenue and at the same time realize the following important goals and objectives:

- Maximize use of Recreation Facilities and maintain a safe environment for Recreation Facility users and other members of the public.
- Provide a welcoming and positive environment for youth.
- Prohibit advertising that will foreseeably disrupt Recreation Facility operations.
- Maintain a position of neutrality and prevent the appearance of favoritism or endorsement by the City.
- Prevent the risk of imposing objectionable, inappropriate, or harmful subject matter on Recreation Facility patrons, especially youth.
- Preserve the value of the advertising space.
- Prevent any harm or abuse that may result from running objectionable, inappropriate, or harmful advertisements.

2. NONPUBLIC FORUM STATUS

The advertising spaces within City Recreation Facilities where advertising is licensed for placement are nonpublic forums, and the City does not intend for its acceptance of advertising in these designated spaces to convert its Recreation Facilities into public forums for discourse and debate or other expressive activities. In furtherance of its discreet and limited objective of accepting advertising to generate additional revenue to support Recreation programming and operations, the City retains strict control over the nature and subject matter of the ads accepted for placement in its Recreation Facilities and maintains its advertising space as a nonpublic forum.



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3. APPLICABILITY

This policy applies to the placement of all new advertisements at City Recreation Facilities on or after the effective date of this policy. Any advertisements that would be prohibited by this policy but have been placed at a City Recreation Facility pursuant to the terms of a fully executed advertising agreement prior to the effective date of this policy will be allowed to remain for the duration of the executed agreement. Currently, the only City Recreation Facility that accepts advertising is the Jay Lively Activity Center.

4. PERMITTED TYPES OF ADVERTISING

The permitted subject matter of advertisements shall be limited to content falling within one of the following permissible areas:

Commercial Advertising: advertising that proposes, promotes, or solicits the sale, rent, lease, license, distribution, or availability of goods, property, products, services, or events that anticipate an exchange of monetary consideration for the advertiser's commercial or proprietary interest, including advertising from tourism bureaus, chambers of commerce, or similar organizations that promote the commercial interests of its members, and museums that offer free admission to the public.

Government Advertising: advertising that advances specific government purposes from a federal, State of Arizona, or Coconino County local governmental entity. The governmental entity must be clearly identified on the face of the advertising.

This policy does not apply to public service announcements from the City of Flagstaff or partner agencies; however, any such public service announcements involving elected officials who are running for reelection or other public office will not run six months prior to a general election through the canvassing of the election.

5. ADVERTISING CONTENT RESTRICTIONS

The following types of advertising are prohibited:

- a. Advertising that is false, misleading, or deceptive.
- b. Advertising that promotes or encourages the use or possession of illegal goods or services under local, state, or federal laws.
- c. Advertising that is libelous or defamatory.
- d. Advertising that infringes on any copyright, trademark, or service mark.
- e. Advertising that promotes, solicits, depicts, or markets the sale or use of cigarettes or electronic cigarettes, tobacco, marijuana, or related goods or services.



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- f. Advertising that promotes, solicits, depicts, or markets the sale or use of spirituous liquor as that term is defined in Arizona Revised Statutes § 4-101.
- g. Advertising that depicts or portrays images or descriptions of graphic violence, including dead, mutilated, or disfigured human beings or animals, the act of killing, mutilating, or disfiguring human beings or animals, or intentional infliction of pain or violent actions towards or upon a person or animal.
- h. Options for restrictions related to firearms:
 - Option 1 (initial draft): Advertising that promotes, solicits, depicts, or markets the sale, use, rental, distribution, or availability of firearms, ammunition, or related goods or services.
 - Option 2 (focus on depicting use of firearms): Advertising that depicts the use of firearms, ammunition, or related goods or services.
 - Option 3 (no restriction related to firearms - focus on violence and inappropriate use of weapons): Rely on new restrictions g. and i.
- i. Advertising that depicts the use of a weapon in a manner that is intended to harm another individual or animal.
- j. Advertising that contains any threat, implied or direct, to harm a particular individual or group of individuals.
- k. Advertising that depicts language, gestures, conduct, or graphical representations that are obscene, pornographic, vulgar, profane, or scatological.
- l. Advertising that represents, by language or graphics, nude or seminude people as those terms are defined in Arizona Revised Statutes § 11-811.
- m. Advertising that depicts, relates to, or references a website or other medium that relates to specific sexual activities or specific anatomical areas as those terms are defined in Arizona Revised Statutes § 11-811.
- n. Advertising that is political in nature or contains political messages, such as advertising that refers to a specific ballot question, initiative, petition, or referendum, refers to a political party, or supports a candidate for public office. This prohibition does not apply to advertorials made by local elected officials promoting the City of Flagstaff or local tourism.
- o. Advertising that promotes or markets an adult-oriented business, as that term is defined in Flagstaff City Code Section 3-08-001-0002.

6. ADVERTISING LOCATIONS

The City of Flagstaff reserves the sole right to determine the locations available in its facilities for advertising programs and to change such locations as needed.



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7. APPLICATION AND REVIEW PROCESS

All proposed advertising must be submitted in writing. The advertising proposal must include the advertiser's name, creative file, and the desired format of the presentation. The City's department or division designee will review the creative file for compliance with this policy and determine if any changes are required to bring the proposed advertisement into compliance. If no changes are needed, or if the advertiser makes the necessary changes to the advertisement content or presentation, the advertisement will be accepted for display.

If the City's department or division designee finds that the proposed advertisement does not comply with this policy, the City will inform the advertiser in writing that the proposed advertisement will not be accepted and will cite the reason(s). The decision of the department or division designee may be appealed in writing to the Division Director, whose formal determination shall be final.

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