

City of Ramsey
MUNICIPAL CENTER ADVERTISING MONITORS
& DISPLAY AREAS POLICY

ADVERTISING MONITORS POLICY

SECTION 1: SCOPE

- A. BACKGROUND: The City of Ramsey owns and operates multiple advertising monitors within the Ramsey Municipal Center.
- B. PURPOSE: the purpose of the advertising monitors is to (1) promote city and community organization events; and, (2) fundraising for community organizations by means of selling advertising space.

SECTION 2: CRITERIA/PROCEDURE

- A. ELIGIBLE USERS: Eligible users are broken down into two groups (1) nonprofit advertising; and, (2) for profit advertising.
 - (1) Nonprofit organizations may use the municipal center advertising monitors free of charge. Examples of nonprofit and government organizations include (but are not limited to): youth organizations, Lions Clubs, Rotary Clubs, Women of Today, religious institutions, government institutions, educational institutions, senior citizen clubs, etc. Organizations, or the event, must be located within the City of Ramsey.
 - (2) For-profit organizations may use the municipal center advertising monitors free of charge when promoting a nonprofit community event with approval of the Ramsey City Council. Organizations, or the event, must be located within the City of Ramsey. For-profit organizations may purchase advertising space from the City of Ramsey for all other advertising purposes.
- B. APPLICATION: "Municipal Center Advertising Monitors" applications for nonprofit advertising must be submitted a minimum of 14 days prior to the proposed start date of an advertisement; and, must not be submitted more than six months in advance of the start date.

In the event that too many nonprofit advertisement requests are received for a particular date, the City of Ramsey reserves the right to decide what advertisements will be played. The city will make a good faith effort to post nonprofit advertisements in the order that they were received.

For profit advertisements will be played over agreed upon dates and take priority over nonprofit advertisements.

Applications must be received by the City of Ramsey, Administrative Services Department. "Municipal Center Advertising Monitors Applications" will be accepted and documented on a first-come-first-serve basis—based on the order in which completed applications are received.

- C. CONTENT: Nonprofit advertisements should be kept as short as possible. All advertisements may contain graphics. All Advertisements are subject to change by the City of Ramsey and the City of Ramsey is not responsible for errors submitted by the applicant. Advertisements that contain, but not limited to the following, will be denied: political campaign messages, religious messages, advertising pertaining to illegal activities and any advertisement containing profanity or offensive language. Nonprofit advertisements must be of broad community interest; for profit advertisements do not need to be of broad community interest.
- D. DURATION: Nonprofit advertisements shall be played no more than 14 days in advance of an event, with a 14 day maximum duration. The length of time a nonprofit advertisement is displayed and number of times an advertisement is displayed in a given day is at the discretion of the City of Ramsey. For profit advertisements do not have a maximum duration.
- E. ANNUAL USE: organizations are limited to a maximum of four nonprofit advertisements per year. For profit advertisements do not have a maximum annual use.
- F. PRIORITY: The City of Ramsey reserves the right to prioritize the order of all advertisements posted on the municipal center advertising monitors. For profit advertisements will take priority over nonprofit advertisements. Advertisements from the City of Ramsey, along with any urgent/emergency notices, will take precedence over both nonprofit and for profit messages.
- G. CHARGE: Use of the municipal center advertising monitors is provided at no charge for nonprofit advertisements. For profit advertisements are charged; please see "Municipal Center Advertising Monitors Application."
- H. APPROVAL: Advertisements will be reviewed and approved by the City Administrator; or, his/her designee; including organizations.

DISPLAY AREAS POLICY

SECTION 1: SCOPE

- A. BACKGROUND: The City of Ramsey owns and operates the Ramsey Municipal Center. Within the municipal center are multiple locations available for placing items on display.
- B. PURPOSE: the purpose of display areas is to allow organizations to promote community events, community initiatives and public awareness of community organizations. The intention of display areas is to promote messages of broad community interest; and it is not the intention of the display areas to promote for profit endeavors.

SECTION 2: CRITERIA/PROCEDURE

- A. ELIGIBLE USERS: Nonprofit organizations are eligible users of the municipal center display areas. Examples of nonprofit and government organizations include (but are not limited to): youth organizations, Lions Clubs, Rotary Clubs, Women of Today, religious institutions, government institutions, educational institutions, senior citizen clubs, etc. For profit organizations may use the municipal center display areas when displaying a nonprofit community event/initiative with city approval of the Ramsey City Council. Organizations, or the event, must be located within the City of Ramsey.
- B. APPLICATION: “Municipal Center Display Areas Applications” must be submitted a minimum of 30 days prior to the proposed start date of a display; and, must not be submitted more than six months in advance. Applications must be received by the City of Ramsey, Administrative Services Department.

“Municipal Center Display Areas Applications” will be accepted and documented on a first-come-first-serve basis—based on the order in which completed applications are received. City staff will make a good faith effort to approve eligible displays in the order that they were received. The City of Ramsey reserves the right to decide what organizations may use the display areas and when.

- C. DISPLAY CONTENT: All displays are subject to change by the City of Ramsey. Displays that contain, but not limited to the following, will be denied: political campaign messages, for profit advertising, religious messages, messages pertaining to illegal activities and any message containing profanity or offensive language. Displays must be of broad community interest.
- D. DISPLAY LIABILITY: Users of the “Municipal Center Display Areas” as individuals and as a group are liable for any damage to public or private property or injury to any person resulting from the use or presence at the facility. A conviction of vandalism can result in a \$1000 fine and/or 90 days in jail.

The City of Ramsey is not liable for any damage caused to display items. The City of Ramsey provides liability insurance for personal injury only on the City of Ramsey

premises; and, users are held personally liable for all of the items that they produce, process, or display; and, must enter a hold harmless agreement with the City of Ramsey before using display areas.

- E. DURATION: Municipal center display areas may be used for a one month period. Organizations may request for a longer display period.
- F. ANNUAL USE: Organizations are limited to a maximum of two displays per year.
- G. MESSAGE PRIORITY: The City of Ramsey reserves the right to prioritize the order of all municipal center display areas requests.
- H. CHARGE: There is no charge for the use of municipal center display areas.
- I. APPROVAL: Display requests will be reviewed and approved by the City Administrator; or, his/her designee; including organizations.