

Electronic Billboard Policy

1.0 Policy Statement

The City of Mount Pearl will display public service announcements from community organizations based in the City as long as the announcements comply with the guidelines established by this policy.

2.0 Scope

This policy applies to community groups looking to promote events, programs, services and initiatives using the City's electronic billboard at the Summit Centre and City Hall.

3.0 Purpose

To provide guidelines for community groups submissions to the Electronic Billboard at the Summit Centre and City Hall. The purpose is also to support community organizations and promote resident engagement.

4.0 Electronic Billboard Guidelines

- I. The City will display community messages or public service announcements that are aimed at City of Mount Pearl residents that improve:
 - a) The promotion of events/activities held by, or in conjunction with the Summit Centre and/or the City of Mount Pearl.
 - b) Promotion of events, activities, services and programs within City facilities.
- II. Authorized organizations can display messages and PSAs twice per year unless otherwise agreed to by Manager of Marketing, Communications, and Economic Development. The following groups and associations are authorized to display on the billboard:
 - Mount Pearl Sports Alliance.
 - Association of the Arts in Mount Pearl.
 - Recreational nonprofit organizations posting registration dates.
 - School musicals, concerts and show held by schools and youth community groups in the City of Mount Pearl.
 - Other nonprofit organizations may be considered on a case by case basis.

- III. Businesses renting the Glacier Arena for events may also advertise their billboard as per the rental agreement.
- IV. The Electronic Billboard is property of the City of Mount Pearl, and as such the City reserves the right to review, edit, and remove public service announcements at any time.

5.0 Approvals



Steve Kent, Chief Administrative Officer

February 27, 2019

Date