



ELECTRONIC SIGN POLICY

120 South Pleasant Street
Belding, MI 48809
www.belding.mi.us
E-mail: j.ortego@ci.belding.mi.us
616-794-1900

LOCATION:

The electronic message sign is located on the northwest corner of Congress Street and Bridge Street.

APPROVED USE:

The electronic message sign is available at no cost to non-profit community and civic groups to advertise events that are open and available to the public *and* are taking place within the City of Belding. In addition, organizations may post congratulatory notices for scholarship winners and newly elected officers, congratulatory notices for Belding Athletic Association achievements, City sponsored functions, and any other announcement the City deems appropriate may be posted.

UNAPPROVED USE:

The message sign will not be used for business or personal advertising, personal messages of congratulation, birthdays, graduations, births, retirements, anniversaries, thank you messages or any message of a personal nature.

APPLICATION:

Message requests should be submitted on an "Electronic Sign Message Application". The form is available online at www.belding.mi.us or at City Hall.

Requests should include the group's name and a contact person with a contact telephone number and email address, along with a brief description of the event. The request form must be completed legibly and in its entirety. The form may be emailed to j.ortego@ci.belding.mi.us, submitted in person or mailed to the City.

The city has the sole discretion to accept or reject the organization making the request and/or the content of the message, as well as the ability to alter the text accordingly to fit the sign design.

EMERGENCIES:

In the event of an emergency the City has the right to suspend all messages and use the sign for emergency purposes only.

RESPONSIBILITY:

It is the responsibility of the City Administration Office to manage and post messages to the electronic sign. If there are any questions regarding whether or not a group requesting use of the sign is authorized per this policy, or regarding the content of a message, the City manager will make a decision regarding the request.