



## LED Message Board Policy

Dunlap's Community Message Board is owned by DCDC and the City of Dunlap and insured by the City of Dunlap. DCDC is responsible for repair costs and maintenance to the sign (replacing LED panels, etc.). The landscaping upkeep will be the responsibility of DCDC. The City of Dunlap will mow at the sign site and cover the cost of electricity.

DCDC and the City of Dunlap will have primary access to the sign message portal (Daktronics Venus Control Suite).

The sign is intended to display public notices and to inform citizens of upcoming community events. As space allows, DCDC will use the message board to promote "qualifying community events" on a first come, first served basis. However, priority will be given to City and DCDC events and notices. Only events taking place within the geographic range of the 51529 zip code, or the Boyer Valley School District, will be aired, unless otherwise determined appropriate by DCDC and the City of Dunlap.

The sign will have no more than 10 messages displayed on the rotation at any given time. Each message must be between 15 and 60 seconds in duration. Video messages, or static messages requiring more than 60 seconds must be preapproved by DCDC and the City of Dunlap before being displayed. At any time and for any reason, DCDC and the City of Dunlap may decide to adjust the duration and number of messages in circulation.

### **Public Messages**

Representatives of nonprofit organizations in or around Dunlap may request public messages to be displayed for qualifying community events. A qualifying community event is defined as any charitable, educational, cultural, or recreational event taking place in or around the City of Dunlap that is sponsored by a local nonprofit organization. While this is a free service for nonprofits in Dunlap, DCDC and/or the City of Dunlap may request that the organization considers donating in any amount towards the long-term sustainability of the sign.

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Messages may be submitted to DCDC and the City of Dunlap using DCDC's online message submission form: <https://forms.gle/gd6VD2R1bsWtLpcm7>

- Each message will be reviewed by DCDC and/or the City of Dunlap for conformance with eligibility and content guidelines.
- Messages must be submitted at least one week prior to their scheduled start date. DCDC and the City of Dunlap, per their discretion, may allow messages to be submitted within one week of airing depending on circumstances.
- All messages are subject to editing.
- Messages may not be posted for more than 14 consecutive days, per the discretion of DCDC and the City of Dunlap.
- Each message displayed shall remain fixed for a minimum of 15 seconds, and no longer than 60 seconds, per the discretion of DCDC and the City of Dunlap.
- The perceived donation value of public messages is \$10/day or \$50/week. This can be paid via Venmo, check or cash to DCDC to be held in an account for future sign maintenance. Donation information is below.
- At the end of the year, 10% of the sign's income will be earmarked towards the DCDC executive director position to counter the time spent by DCDC managing the sign. The remainder will be earmarked for sign maintenance and needs.

### **Personal Messages**

A 30-second message may be purchased by the public. Purchased messages are limited to birthday and/or anniversary announcements, congratulatory messages, etc. Personal messages require prior approval from DCDC and/or the City of Dunlap and must be paid for in advance.

- Each message will be reviewed by DCDC and/or the City of Dunlap for conformance with eligibility and content guidelines.
- Messages must be submitted at least one week prior to the scheduled start date. DCDC or the City of Dunlap, per their discretion, may allow messages to be submitted within one week of airing depending on circumstances.
- Personal messages may not be posted on the sign rotation for more than three consecutive days, per the discretion of DCDC and/or the City of Dunlap.
- Personal messages displayed shall remain fixed for a minimum of 15 seconds, and no longer than 60 seconds at the discretion of DCDC and/or the City of Dunlap.
- The cost of personal messages is \$25/day. This can be paid via Venmo, check or cash to DCDC to be held in an account for future sign maintenance. Donation information is below.

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- At the end of the year, 10% of the sign's income will be earmarked towards the DCDC executive director position to counter the time spent by DCDC managing the sign. The remainder will be earmarked for sign maintenance and needs.

**Prohibited:**

- Solicitation of funds or promoting the sale of products other than for eligible organizations.
- Unauthorized use of copyrighted information or trademarking.
- Any message that is illegal, sexually explicit, offensive, obscene, or in violation of any of the City's equal opportunity or anti-discrimination/harassment policies.
- Advertising or promoting businesses, group fundraisers or events that do not serve a cultural, social or education purpose or promote the general health and welfare of the community.
- Commercial postings.
- Political notices/petitions except for those required by law.

**Donations:**

The Dunlap LED Sign was funded with money from grants, donations and City assistance. While this is a free service for nonprofits in Dunlap, DCDC and/or the City of Dunlap may request that the organization considers donating in any amount towards the long-term sustainability of the sign.

Donations can be mailed to the Dunlap Betterment Group, PO Box 33, Dunlap, IA 51529. Please denote "LED Sign" in the memo.

You may also send donations via Venmo using the link below:

<https://account.venmo.com/u/DunlapCommunity-DevelopmentCor>

**Disclaimer**

While DCDC and the City of Dunlap shall endeavor to ensure messages are transmitted accurately and in a timely manner, DCDC and the City of Dunlap assume no liability in connection with non-City message board material and make no warranties or representations that any message will in fact be transmitted accurately or at any time. The responsibility for the factual accuracy of the information as submitted rests with the originator of the information.

The terms spelled out in this policy may be changed at any time with approval from both the DCDC Board of Directors and the Dunlap City Council