



Municipal District of St. Stephen's Electronic Sign Usage Request

Renter Information:

Rates include HST

Type: <input type="checkbox"/> Commercial Rate \$200/slot <input type="checkbox"/> Non-Local Non-Profits \$120/slot <input type="checkbox"/> Local Non-Profits and Local Registered Charities – complimentary (1 per quarter) <input type="checkbox"/> Local Non-Profits and Local Registered Charities – \$50/slot (after complimentary slot redeemed) <input type="checkbox"/> St. Stephen BIA or St. Stephen & Area Chamber of Commerce member (proof required) – 30% off commercial rate <input type="checkbox"/> Signage in conjunction with a paid event on Municipal property – 50% off commercial rate		
Name/Organization:		
Mailing Address:		
Contact Name:	Phone:	Email:

Information:

Submission Date (min 14 day's notice required):	
Start Date:	Finish Date (maximum 14 days):
<u>Message:</u>	If you wish to have a logo/image as part of your advertisement, it must be submitted in high definition JPG or PNG to info@chocolatetown.ca within 24 hours of submitting this form. Will you be submitting an image? Yes _____ No _____

I have read the Electronic Sign Policy and hereby agree to its terms and conditions: (initial):

I, the undersigned cardholder, authorize the merchant "Municipal District of St. Stephen" to charge my credit card for purchases related to my request application. I agree that my information may be saved by the merchant for future payments and understand that this can be revoked at any time with request. I understand that my card will be charged 7 days prior to the message start date and if a cancellation is not placed, in writing, prior to 8 days before the start date I will be charged the full fee when the cancellation period has expired.

Card Type: <input type="checkbox"/> Visa Credit <input type="checkbox"/> Mastercard Credit <input type="checkbox"/> Other: _____		
Card Holder Full Name: _____		
Credit Card Number: _____		
Expiration Date: _____	Postal Code: _____	CVV/CVC: _____

Card Holder's Signature: _____ Date: _____

Primary Contact's Signature: _____ Date: _____

TO BE COMPLETED BY STAFF:

Payment date & method of payment: _____ Cost: _____

Category:		Effective Date: May 29, 2024
Policy No. :		Date of Next Review:

Electronic Sign Usage Policy

1. Policy Statement:

The Municipal District of St. Stephen's electronic sign is situated at the intersection of King St. and Milltown Blvd. The sign is owned and operated by the Municipal District of St. Stephen (Hereinafter referred to as MDSS) for the purposes outlined below. It is also a medium for the dissemination of information and advertising of municipal, community and commercial events.

Posting of messages on the electronic sign, other than those related to municipal matters, shall therefore be governed by this policy and any amendments that may be made from time to time. The priority of the electronic sign is to assist with communicating with residents and visitors about local events and important messages.

2. Policy Objective:

The objective of this policy is to:

- i) Establish rules regarding requests for information placed on the electronic sign.
- ii) Facilitate another effective communication tool for important community messaging.
- iii) Ensure clear understanding is provided to the community as to the acceptable uses and messaging displayed on the sign;
- iv) Minimize discrepancy related to messaging and usage of the electronic sign;
- v) Allow for efficient use of MDSS resources; and
- vi) Provide a consistent, fair and transparent process.

3. Definitions:

A Charity is an organization that is legally registered with the Canada Revenue Agency or with the New Brunswick Government and carries valid registration numbers from the relevant government body. The Charity must be based in the MDSS area or have a registered chapter that does work in the community or be sanctioned by action of Council to be eligible. Proof of charitable status will be required by staff before submitting an advertisement.

A Non-profit Organization (also known as a Not-For-Profit) is a group, which is organized for the purpose of social, religious, charitable, educational, athletic, literary, political or other such activities. People involved in a non-profit organization cannot use it to make personal financial gain. Examples include service clubs, sports associations, theatre, dance and music groups, activity clubs, religious fellowships, educational and literary societies and community associations. The non-profit organization must be based in the MDSS area or have a chapter that operates in the community or be sanctioned by action of Council to be eligible.

MDSS AREA includes those properties within any one of the three wards that make up MDSS.

4. Standards/Guidelines

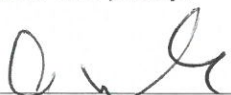
All standards and guidelines shall be in accordance with the MDSS's prevailing bylaws and related Provincial legislation.

5. Policy Procedures:

- i) MDSS's Community Services department will administer and approve messages placed on the sign. If there are any questions regarding whether or not a group, organization or business requesting use of the sign is authorized per this policy, or regarding the content of a message, the MDSS Chief Administrative Office (CAO) or designate shall have the authority and sole discretion to make a decision regarding the request.
- ii) Priority will be given to messages displaying emergency information or important instructions to ensure public safety during emergencies. In the event of an emergency MDSS staff have the right to suspend all messages and use the sign for emergency purposes only. Additionally, priority may also be given to non-emergency MDSS announcements such as, but not limited to, public notices, road closures, MDSS sponsored events, and meetings, etc.
- iii) If there is availability, the electronic sign may be used by non-profit groups, charitable organizations and commercial businesses operating in the MDSS area on a first come, first served basis. While every effort will be made to accommodate requests, the number of other applicants and MDSS usage may mean that the sign is not available when requested. The MDSS also reserves the right to limit the number of advertisements displayed to ensure the foregoing is achieved.
- iv) A local charity or non-profit meeting the definition(s) of this policy may not run an advertisement for longer than fourteen (14) days before the date of the event. The advertisement must conform to the parameters of this policy and its schedules.
- v) A local charity or non-profit meeting the definition(s) of this policy and wishing to place more than one advertisement in a month may do so by paying the prescribed fee indicated in the attached Rental Rates and Payments (Schedule A) for each additional advertisement. The advertisement will then be displayed for the prescribed time.
- vi) A charity or non-profit meeting the definition(s) of the policy but does not operate a chapter in the MDSS area is not eligible for lower advertising rates. They are allowed to advertise, providing the advertisement conforms to this policy and must pay the prescribed fee for a non-local charity or non-profit as per the attached Rental Rates and Payments (Schedule A).
- vii) A commercial organization requesting to advertise on the electronic sign must pay the prescribed fee as indicated in the attached Rental Rates and Payments (Schedule A).
- viii) Organizations, groups and businesses, excluding the MDSS, may not have more than two advertisements displayed on the electronic sign at any one time.
- ix) Users requesting advertisements for the electronic sign will be required to submit a completed application form, available on the MDSS website or at the Garcelon Civic Center, at least fourteen (14) days before the requested posting date to allow for the development of the display content for the advertisement. Acceptance of a request in no way guarantees that the message and/or advertisement will appear on the electronic sign.

- x) MDSS reserves the right to amend and/or modify the submitted advertisement to conform to the specifications and limitations imposed by the sign size and the software. Every endeavor will be made to retain the essence of the message.
- xi) Every effort will be made to ensure that the electronic message contains the supplied information. However, the advertiser shall not hold the MDSS liable or responsible for any errors and/or omissions that may occur, howsoever caused.
- xii) All advertisements submitted for display must adhere to acceptable standards for public display of such advertisements. MDSS reserves the right to refuse a request for an advertisement if, in its sole opinion, the advertisement does not meet acceptable standards. Messages with the following content will not be posted:
- Profanity
 - Sexual content
 - Slanderous messaging
 - Racism
 - Discrimination
 - Hate material
- xiii) Frequency and duration of messages will be at the discretion of MDSS however advertisements shall have a minimum duration of 10 seconds.
- xiv) MDSS will not be responsible for any loss or damages caused by sign malfunctions, including but not limited to power interruptions, technical and/or program malfunctions. In the event of such failure the organization will be offered a credit for future advertisements.
- xv) MDSS reserves the right to amend and/or make changes to this policy and the Rental Rates and Payments (Schedule A). Such changes and/or amendments shall take effect immediately upon ratification.
- xvi) Downtown St. Stephen's Business Improvement Area (BIA) and Chamber of Commerce shall be permitted to advertise their community events on the MDSS electronic sign at no charge in accordance with this policy.

Approved:


Allan MacEachern, Mayor


Jeff Renaud, Chief Administrative Officer

Schedule "A"

RENTAL RATES AND PAYMENTS

Local Non-Profits and Local Registered Charities	1 complimentary advertisement per quarter then \$50.00/slot inclusive of HST
Non-Local Non-Profits and Charities	\$120.00/slot inclusive of HST
Commercial rate	\$200*/slot inclusive of HST
St. Stephen BIA & St. Stephen Chamber of Commerce	30% discount of commercial rate

*If renting a municipally owned facility (at the established rental rate), a discount sign rate of 50% may be applied to the commercial rate.

MDSS Council has the authority to waive all user fees. The appropriate correspondence for Council must be submitted one month prior to the next MDSS Council meeting.

Users will be required to pay for messages a minimum of seven (7) days before messages are posted.

Users with any outstanding MDSS invoices of thirty (30) days or more will not be able to advertise on the sign until receipt of payment.

Advertisements will run for a maximum of two weeks.