

City of Abernathy

LED Marquee

SIGN USAGE: The first priority for the signs is to give important instructions and information to ensure public safety during emergencies including, but not limited to storm preparedness, road closures, and police and fire emergencies. During such emergencies, use of the signs by other groups as outlined below may be restricted or suspended at the discretion of the Mayor, City Manager, or Police Chief.

It shall be the responsibility of the City Secretary to approve, prepare, schedule and post all messages on the marquee.

The following application process is adopted for all non-city department messages.

ELIGIBLE MESSAGES: The following type of organizations may apply for placing messages on the marquee:

- City of Abernathy and other government agencies located within the city;
- Civic and civic improvement organizations located within the city;
- Community service organizations located within the city;
- Non-profit organizations that submit copy of IRS form 501c3 located within the city;
- Schools located within the city;
- Organizations that are sponsoring activities within the city such as youth activities, public health activities and matters related to safety; and
- Other similar organizations approved by the Mayor or City Secretary.

NON-ELIGIBLE MESSAGES: Messages will not be accepted from the following:

- Businesses or commercial announcements, promotions or messages;
- Individuals for birthdays, anniversaries, or other personal messages with the exception of “Welcome Home” greetings to any Abernathy resident returning from active duty service with the US Military upon written request;
- Campaign or political announcements or messages other than date & time for elections;
- Religious institutions and organizations which promote the institution or organization or religious services, religious affairs or religious messages. However, subject to conditions of approval, religious institutions and organizations may place messages announcing charity events, fund raising events, community service events and similar activities providing that all events are of an entirely non-religious nature, serve a community non-religious benefit, and are open to all members of the general public.

MARQUEE MESSAGE GUIDELINES:

- The City Secretary shall prepare and maintain an application for message requests;
- City of Abernathy messages will have priority over all outside requests;
- The organization must clearly serve or promote an educational, charitable, or public service event or purpose;
- The message must clearly serve or promote an educational, charitable, or public service event or purpose;

- An application must be submitted no less than fourteen (14) days prior to posting date and completed applications will be processed on a first-received basis. The City Secretary may require less time depending on staff's ability to process, create and schedule messages;
- Applicant may review message prior to scheduling of message. Once message is scheduled, alterations, corrections and changes will depend on staff's ability to make those changes in a timely manner. Not all applications will be processed same day as received;
- External messages will have a maximum of fourteen (14) days of run time, number of displays per hour depending on total number of messages scheduled for that day unless otherwise approved by the City Secretary;
- The City Secretary has the sole discretion to accept or reject the request and/or the content of the message, as well as the ability to alter the text accordingly to fit the sign design;
- The City of Abernathy does not guarantee quality of appearance or effectiveness of the message;
- The City of Abernathy does not guarantee your message will be placed on the marquee;
- If an individual or an organization's application to place a message is denied, the appeal will first go to the City Manager who will review and make a recommendation. If individual or organization is still not satisfied, the appeal may go before the Abernathy City Council.

Adopted by order of the Mayor February 27, 2017.

Sharon Hester-Laird

City of Abernathy
Electronic Message Board Request Application

Organization/Group Name: _____ Contact Person _____

Telephone Number(s) _____ E-mail address _____

Type of Event _____ Date of Event _____

Time of Event _____ Location of Event _____

Dates Requesting to Display Message:

Beginning: _____ End: _____

Mail, Fax or Deliver Application to:

City Secretary
City of Abernathy
P.O. Box 310
811 Avenue D
Abernathy, TX 79311
Fax # (806) 298-2968 Phone # (806) 298-2546
E-mail: k.adames@cityofabernathy.org

Applications must be received at least 14 days prior to requested message start date.

Print the message as you would like to see it appear on the sign. Leave blank spaces in between words. Please keep details brief. The City reserves the right to edit/abbreviate if necessary – **One letter per box.**

I certify that I am authorized to submit this request by the organization identified above. Further, on behalf of the requesting organization, it is agreed that the City of Abernathy will not be held liable for any actions including errors or omissions regarding the processing, possible denial, possible acceptance or implementation of this message request including the display of the message.

Signature

Date

Print Name