



**CITY SPONSORED ELECTRONIC BILLBOARD
SIGNS POLICY**

Policy Number	P2021-02
Classification	GOV
Effective Date	2021-11-15
Approval Authority	COUNCIL
Supersedes	2004-01
Mandated Review	2024

1. PURPOSE

The purpose of this policy is to define the usage parameters of the city-owned electronic billboard signs.

2. DEFINITIONS

- (1) **CITY** means the City of Bathurst
- (2) **CITY SPONSORED BILLBOARD SIGNS** means an electronic sign owned and controlled by the City of Bathurst. One sign is located on Harbourview Boulevard, across from the Promenade Waterfront. The second sign is located at the K.C. Irving Regional Centre entrance.

3. POLICY STATEMENT

The Communications Department is responsible for interpretation and administration of this policy.

1. PROCEDURES

- a) The Electronic Billboard sign located at the entrance of the K.C. Irving Regional Centre is reserved exclusively for events or activities held at the Centre, for announcements linked to events or activities held at the Centre, or for events coordinated by the City of Bathurst’s Recreation and Tourism Department.
- b) The following paragraphs refer to the Electronic Billboard sign located at 50 St. Peter Avenue, across from the Promenade Waterfront.
- c) The Electronic Billboard may be used for the following:
 - i. City-related activities or initiatives;

- ii. Events or activities presented by organizations supported or sponsored by the City of Bathurst;
 - iii. Events or activities presented by organizations, of which the City of Bathurst has a partnership;
 - iv. Events presented by non-profit community clubs;
 - v. Advertisements for commercial products or services.
- d) The Electronic Billboard Sign will not be used for the following:
- i. Federal, Provincial or Municipal elections;
 - ii. Political messaging;
 - iii. Content from religious denominations / groups.
- e) All authorized groups are responsible for the production of content files to be submitted for showing on the Electronic Billboard Sign.
- f) All materials submitted must be in both official languages (English and French).
- g) Graphic specifications (i.e. dimensions) for content files shall be provided to requesters by the Communications Department.
- h) A request for placement of content on the electronics billboard must be submitted, along with the proposed artwork content, by e-mail to the Communications Department. The Communications Department shall have the sole discretion in approving content submitted.
- i) The length of time (e.g.: days, weeks) content would appear on the electronic billboard shall be determined by the Communications Department.
- j) The maximum number of advertisements for commercial products or services to appear at any time shall be six (6).
- k) A processing fee, identified in the City of Bathurst's Tariff of Fees Policy (2003-02), shall be applied for the integration of content on the Electronic Billboard.

2. PROCESSING FEE

- a) The processing fee shall not apply for the following:
- i. City-related events, activities or initiatives;
 - ii. Events or activities presented by organizations supported or sponsored by the City of Bathurst;
 - iii. Events or activities presented by organizations, of which the City of Bathurst has a partnership.

4. RELATED POLICIES

- *Tariff of Fees Policy 2003-02*

5. REVISION HISTORY

Date (mm/dd/yyyy)	Description of Change	Sections	Person who Entered Revision (Position Title)	Person who Authorized Revision (Position Title)