

Reese Area Community Sign

Policies and Procedures

April 1, 2015

Background:

The Community Sign was placed into service in March of 2015 through the cooperative efforts of the **Reese Area Chamber of Commerce**, the **Village of Reese**, and the **Reese Unity District Library**. These organizations are hereby known as the “Partners”.

Funding for the sign came from a \$22,000 grant from the **Frankenmuth Credit Union Community Foundation** that was secured by the **Reese Area Chamber of Commerce**, a \$10,000 contribution from the **Village of Reese**, and a \$10,000 contribution from the **Reese Unity District Library**.

The Partners manage the criteria and approve the message content for the Community Information Sign. The purpose of the Sign is to provide information to the public by allowing non-profit organizations, civic groups and churches to promote community activities and upcoming events. In addition, individuals from the Reese area may have congratulatory messages posted such as “Happy Birthday”, “Happy Anniversary” and other similar messages. The Partners are solely responsible for determining which organizations are eligible to participate in the Community Information Sign.

Participation is divided into four (4) categories:

1. Reese Area Nonprofits & Civic Groups.
2. Reese Area Established Faith Based Organizations & Churches.
3. Reese Area Individuals.
4. Nonprofits & Civic Groups Not Located in the Reese Area.

Charges for Sign Use:

User	Cost	Number of Days Run
Partners (Village, Library, Chamber)	\$0	Unlimited
Reese Area Nonprofits & Civic Groups	\$10.00	7
Reese Area Established Faith Based Organizations & Churches	\$10.00	7
Reese area Individuals	\$10.00	7
Nonprofits & Civic Groups “Not Located in the Reese Area”	\$30.00	7

❖ The Partners retain the exclusive rights to reject any message for any reason.

General Guidelines:

- a. The Partners shall have unlimited use of the sign.
- b. Messages shall be in **text only**.
- c. An application **will not** be considered if the form is incomplete or if payment has not been received.
- d. There is a **two (2) week** limit on a message. Additional or repeat posting requests must be submitted through the application process.
- e. The partners **will not** store or save postings (messages) for an applicant.
- f. The Partners **will not** be responsible for inaccurate information provided by the applicant.

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- g. Errors and omissions are the applicant's responsibility and re-posting or corrections requested after the message has been posted may be subject to removal of the message from the message board and/or additional application fees.
- h. The message frequency will be determined by the Partners and the number of messages posted at that time.
- i. The Partners cannot be held liable for Community Information Sign malfunctions, power outages or acts of nature.
- j. The **Village of Reese** reserves the right to post emergency messages which may override existing messages in content and exposure.

Sign Content:

- 1. The Partners reserves the right to deny an application for any reason.
- 2. The Partners will select font, color and style of the message.
- 3. Political, commercial and non-community events other than "individual congratulatory" messages **will not be permitted**.
- 4. Advertising for private events or retail events **will not be permitted**.
- 5. Content of the message shall be intended for community-wide information.
- 6. The Partners reserve the right to adjust messages to fit the screen.

Request for Message Posting:

- 1. All areas of the application **must** be completed including starting and ending times.
- 2. If multiple messages are requested, a new application for each message is required.
- 3. Message applications are available on the Partner's websites.
- 4. All Applications must be completed and submitted to the Village of Reese at least **two weeks, ten (10) business days prior to the requested posting date.**
- 5. A request for a posting change regarding unforeseen circumstances must be submitted in writing to: The Village of Reese, 2073 Gates St., P.O. Box 369, Reese, Michigan 48757, or email to: clerk@villageofreese.us
- 6. Applications will be reviewed and approved on a first come first serve basis.
- 7. The partners have the exclusive right to reject any message from any group for any reason.

Payment:

- Payment is acceptable by cash, check or money order made payable to: The **Village of Reese**
- All money collected for sign use goes to the "Sign Maintenance & Replacement Fund".