



CITY OF RAMSEY COMMUNITY EVENT PROMOTION POLICY

SECTION 1: SCOPE

- A. **BACKGROUND:** The City of Ramsey offers multiple avenues of promotion for local community events and initiatives.
1. **Community Sign:** The City of Ramsey owns and operates a community sign; located at 7665 Highway 10 (near the Ramsey Municipal Center). The sign is a computerized LED electronic message center. It is housed within a larger sign unit for The COR (Center of Ramsey).
 2. **Ramsey Resident:** The City of Ramsey compiles and distributes a bi-monthly newsletter, called the *Ramsey Resident*, which is circulated to nearly 9,000 households. The *Ramsey Resident* features an Events Calendar in each issue. Advertising is also available for purchase in the *Ramsey Resident*. Please contact Scott Robinson, Midwest Wheels of Thunder Magazine, for advertisement details at 612-730-3719 or scott@wheelsofthunder.net.
 3. **In the News:** The City of Ramsey features an *In the News* section on the main page of its website which displays short articles on City updates and current events.
 4. **Weekly Update:** The City of Ramsey issues a *Weekly Update* to all City staff and Councilmembers which may also be accessed by the public through subscription or by visiting the City's website. The *Weekly Update* is distributed once a week on Thursdays.
 5. **Facebook Page:** The City of Ramsey operates a Facebook page which currently reaches over 2,000 followers.
- B. **PURPOSE:** The purpose of these resources is to educate the public on City news and updates, as well as promote City and community organization events.

SECTION 2: CRITERIA/PROCEDURE

- A. **ELIGIBLE USERS:** Not-for-profit organizations are eligible users of the community event promotion resources. Examples of not-for-profit and government organizations include (but are not limited to): youth organizations, Lions Clubs, Rotary Clubs, Women of Today, religious institutions, government institutions, educational institutions, senior citizen clubs, etc. The organization, or the event, must be located within the City of Ramsey or accepted upon the discretion of the City Administrator or his/her designee.

For-profit organizations may use the community event promotion resources when hosting a non-profit community event with approval of the City Administrator. Other private businesses may be allowed to utilize these resources under certain circumstances upon City Administrator's approval. Again, the organization, or event, must be located within

the City of Ramsey or accepted upon the discretion of the City Administrator or his/her designee.

- B. APPLICATION: A complete “Community Event Promotion Application” must be submitted a minimum of 5 business days prior to the proposed start date of a message; and, must not be submitted more than six months in advance of the start date of a message. Applications must be received by the City of Ramsey, Administrative Services Department.

“Community Event Promotion Applications” will be accepted and documented on a first-come-first-serve basis—based on the order in which completed applications are received. In the event that too many message requests are received for a particular date, the City of Ramsey reserves the right to decide what messages will be displayed. The City will make a good faith effort to display messages in the order that they were received but cannot guarantee this order. The City reserves the right to display messages submitted without an application at the discretion of the City administrator, or his/her designee.

- C. MESSAGE: All messages are subject to change by the City of Ramsey and the City of Ramsey is not responsible for errors. Messages that contain, but are not limited to the following, will be denied: political campaign messages, for-profit advertising, religious or spiritual messages, messages promoting a worship service, messages pertaining to illegal activities and any message containing profanity or offensive language. Messages must be of broad community interest.

1. Community Sign: Messages for the Community Sign should be kept as short as possible; with a maximum of two lines totaling 38 characters, 19 characters per line. Messages may contain graphics. NOTE: this sign only allows for low resolution graphics. See Section “Sign Specifications” for more information. Graphics must be supplied by the applicant; the City will not make graphics.

Messages on the Community Sign must conform to Minnesota Department of Transportation (MNDOT) sign regulations: MS Chapter 173—SIGNS & BILLBOARDS ALONG HIGHWAYS. Messages must also comply with City of Ramsey sign regulations: Code of Ordinances Chapter 117—Part II—DIVISION 8. Regulations include, but are not limited to:

- a) Message must remain static for a minimum of three (3) seconds
- b) Message cannot include flashing, scrolling text, etc.

2. Ramsey Resident: Messages to be included in the *Ramsey Resident* Event Calendar should list only the date, time, location, and title of the event, as well as a website, phone number or email to contact with questions or to learn more information. No graphics will be included. The City reserves the right to edit messages to ensure they fit within the maximum length. The City reserves the right to include event-based articles, outside of the Event Calendar, at the discretion of the City administrator, or his/her designee, as space permits.

3. In the News: Please provide a flyer for your event, in PDF or JPEG format, that includes the date, time, location and title of the event, along with a brief description of the event and a website, phone number or email to contact with questions or to

learn more information. The City will provide a link to this event flyer, or the event information, under the *In the News* section on the main page of the City's website.

4. Weekly Update: Please provide a flyer for your event, in PDF or JPEG format, that includes the date, time, location and title of the event, along with a brief description of the event and a website, phone number or email to contact with questions or to learn more information. The City will insert the flyer, or event information, into the *Weekly Update*.
 5. Facebook Page: Please provide a flyer for your event, in PDF or JPEG format, that includes the date, time, location and title of the event, along with a brief description of the event and a website, phone number or email to contact with questions or to learn more information. The City will post this flyer, or the event information, to the timeline of its Facebook page.
- D. DURATION: The City of Ramsey will make a good faith effort to accommodate the preferred message start date given by the applicant but cannot guarantee that the message will be posted on that date. The City reserves the right to increase or decrease the duration of a message at the discretion of the City administrator, or his/her designee.
1. Community Sign: Messages shall be played no more than 14 days in advance of an event, with a 14 day maximum duration. The applicant must provide a preferred message start date. The length of time a message is displayed and number of times a message is displayed in a given day is at the discretion of the City of Ramsey.
 2. Ramsey Resident: Messages for the *Ramsey Resident* shall be included in the Event Calendar for a duration of one issue, chosen by the applicant, if application is submitted prior to the layout deadline. For layout deadlines the City's Administrative Services Department can be contacted at 763-427-1410. Depending on the next issue date, the Event Calendar could take 30-120 days to publish. An Event Calendar is included in each issue of the *Resident*.
 3. In the News: Messages shall be posted to the *In the News* section no more than 14 days in advance of an event, with a 14 day maximum duration. The applicant must provide a preferred message start date.

Please note that *In the News* articles are displayed on the City's website in the order that they were received. Therefore, the City cannot guarantee the message visibility as new messages continue to be posted.

4. Weekly Update: Messages shall be included in the *Weekly Update* no more than 14 days in advance of an event, with a 14 day maximum duration. *Weekly Updates* are distributed once a week on Thursdays. The applicant must provide a preferred message start date.
5. Facebook Page: Messages shall be posted on the City's Facebook page no more than 14 days in advance of an event. Applicants must provide a preferred message start date.

Please note that Facebook posts are displayed on the City's page in the order that they were received. Therefore, the City cannot guarantee the message visibility as new messages continue to be posted.

- E. ANNUAL USE: Organizations are limited to a maximum of four (4) messages in each of the individual community event promotion resources per year. The City reserves the right to increase or decrease an organization's annual limit at the discretion of the City administrator, or his/her designee.
- F. MESSAGE PRIORITY: The City of Ramsey reserves the right to prioritize the order of all messages played on the Community Sign, featured in the *In the News* section, in the *Weekly Update*, in the *Ramsey Resident* Event Calendar or on the City's Facebook page. Messages from the City of Ramsey, along with any urgent/emergency notices, will take precedence over community event messages.
- G. CHARGE: Use of the community event promotion resources is provided at no charge.
- H. APPROVAL: Messages will be reviewed and approved by the City Administrator; or, his/her designee.

SECTION 3: SIGN SPECIFICATIONS

- A. SPECIFICATIONS:
 - Type: LED (Light Emitting Diode) Electronic Message Center
 - Size: 31.5" high by 389.59" wide
 - Resolution: 40 pixels high by 176 pixels wide
 - Programming: Stationary (no scrolling abilities)

The Facility Use and Rental Policy was amended August 29, 2011 to include Community Sign language; and amended August 8, 2016 to become a separate Community Event Promotions Policy including the Ramsey Resident, In the News, Weekly Update and Facebook Page language.