



## ADVERTISING ON CITY PROPERTY POLICY

### **I. Background.**

The interior-facing outfield fence at Castle Field and other specified park fencing could be utilized for banner advertising. Advertising could be displayed from April – October annually depending on the facility, and/or be limited to specific season of operation.

Selling advertising could provide a means for the City to raise money for annual and/or capital maintenance of park facilities.

### **II. General Purpose and Objective.**

The purpose and objective for this policy is:

- To establish rules and requirements governing how commercial advertising may be placed on fences in City parks.
- To create revenue sources to support maintenance of park facilities.

### **III. Policy.**

This policy defines the standards, criteria, and procedures for allowing certain types of commercial advertising to be placed in city parks, facilities, and/or athletic fields.

Standards:

- ~~Signs will only be allowed at the following designated facilities:~~
  - ~~Castle Field: Advertising is limited to the interior-facing outfield fence.~~
  - ~~Additional facilities may be designated at future date.~~
- All fence advertising will be interior-facing.**
- Signage may be placed on the interior side of restroom stall doors at designated facilities.
- Signage placed on foul line fences is allowed if it does not obstruct spectator visibility or the field of play.**
- Any other advertising is subject to approval by the City Manager.**
- Signage may be displayed on fencing no earlier than April 1 and may remain until the end of the season, but no later than October 31.
- ~~Sale of advertising is limited to non-profit youth athletic organizations serving the City of Anoka at~~ **Castle Field will be according to the CFA management agreement and City policies. The sale of advertising at other facilities will be administered in a similar fashion.**
- The City of Anoka reserves the right to refuse advertising from companies or organizations that offer competing programs or facilities.
- The City of Anoka reserves the right to reject any advertising for any reason.
- ~~These standards apply to Castle Field, and could apply to other city-owned facilities where advertising is allowed upon approval by the City Manager~~ approved by the Parks & Recreation Board.

Criteria:

- No advertising for tobacco products ~~or alcoholic beverages~~ is allowed.
- Advertising of alcoholic beverages and related products is allowed upon approval by the City Manager. Location, type and size of advertising (banner, umbrella, etc.) and graphic art must be approved prior to installation. If advertising of alcoholic beverages creates conflict with youth use groups at a facility, the advertising must be temporarily covered or removed.**

- c. No direct advertising for products or merchandise depicting illegal, immoral, unethical, religious, political, gambling, or adult entertainment is allowed. The intent is that the advertising displayed should not:
  - Subject members of the public to material that may cause them embarrassment or discomfort and discourage them from using City parks/facilities;
  - Project an image that is unprofessional or in bad taste;
  - Include material that is not suitable for viewing by minors who participate in or attend youth athletic events at the facility.
- d. Pictures or illustrations of people must show them fully clothed.
- e. Advertising must be displayed in an aesthetic and/or artistic method.
- f. Advertising must be displayed so that it does not create a safety hazard, hinder play, or distract players.
- g. The approved selling organizations are responsible for:
  - Selling signage space and collecting fees;
  - Working with the client to provide a picture, drawing, or sketch of the advertising to the City Public Services Director for approval before preparing the advertising for display;
  - Installing, removing, repairing, replacing, and storing its advertising;
  - Payment of applicable fees to the City.
- a. The City reserves the right to reject or revise advertising display for any reason.

Fence signs must be:

- a. Constructed of open-holed mesh polypropylene windscreen;
- b. Have a hem and grommets and a hanger system that will not damage the fence;
- c. Printed on one side only;
- d. White background, black or full color print allowed; and
- e. 4' height x 8' length, maximum. If smaller banners are sold, all banners at a specific park location must be of identical size, shape, and design to minimize distraction and maintain a unified look.
- f. **Other sign materials (plastic, vinyl, metal, etc.) may be used with prior approval by the Public Services Director.**

Sign Maintenance:

- a. The City and selling organization are not responsible for damage to advertising banners due to vandalism, theft, fire, weather/natural disasters, accidents, normal wear and tear, or any other occurrence beyond the city's control.
- b. The sign sponsor is responsible for replacing the banner in the event of damage, vandalism, theft, fire, weather/natural disasters, accidents, theft, or normal wear and tear.
- c. The sign sponsor will replace the banner at the time of renewal or a minimum of every 3<sup>rd</sup> year.
- d. Only one (1) banner will be placed in each fencing segment (between two posts).
- e. Banners must be removed at by the end of the season. The City will dispose of banners left on fences after November 15th.

Selling Rights:

- a. The Castle Field Association (CFA) is responsible for selling fence advertising at Castle Field.
- b. ~~Selling rights at other city facilities other than Castle Field will be limited to non-profit youth athletic organizations serving the City of Anoka.~~
- b. **Non-profit youth athletic organizations serving the City of Anoka would be eligible to request the selling rights at other city facilities other than Castle Field.**
- c. In the event that more than one organization requests selling rights at a facility, City staff will designate equal fence sections to each organization, if space allows.
- d. ~~City Public Services staff~~ **The Parks & Recreation Board** makes all final decisions on advertising sales requests.
- e. An agreement for selling advertising shall be executed between the City and the organization.

**V. Financial Impact.**

Pricing:

The Selling Agreement will clearly establish advertising pricing structure proposed by the selling organization. The pricing structure shall include all costs associated with producing the banner and the proposed City commission **10%**.~~and shall be approved by the City Council.~~

Revenues:

The City ~~and its approved selling organizations shall mutually agree upon the City's share of~~ **will receive a minimum of 10% of the** net proceeds of advertising revenues. Payment is due to the City prior to installation of any/all advertising banners.

All monies received by the City for advertising **at Castle Field** shall be used for ~~field maintenance and/or~~ **capital** facility improvements at Castle Field.

**Monies received by the City for advertising at other athletic facilities shall be used at the City's discretion for park maintenance.**

**Policy History**

Initially Adopted: 04.16.2012