



TOWN OF ST. JAMES **DIGITAL SIGN USE POLICY**

This policy is a statement of the guidelines and procedures for use of the Town of St. James digital sign located in front of the Town Hall complex. The purpose of the Town of St. James Digital Sign (Sign) is to communicate alerts, announcements, and special messages to our citizens.

The Town of St. James will use the Sign to provide information on the following subjects:

- Emergency or urgent notifications, evacuation notifications, and National Weather Service Alerts.
- Public service alerts and announcements.
- Public safety alerts and announcements from the St. James Fire Department.
- Town of St. James events and announcements.
Examples: Town Council Meeting Notifications, Town-sponsored activities held at the Community Center and/or adjacent parking areas.
- Announcements from local public agencies and county public educational institutions

The Sign is extended to **Community Center usage** as follows:

- Promotion of events and productions held at the Community Center which are open to the public. (Subject to fee schedule below)
- Promotion of events and productions held at the Community Center which are ticketed.

Not eligible are:

- Messages from or for ongoing Community Center activities or meetings.
- Personal celebratory announcements (birthday, anniversary, graduation, etc.).
- Messages regarding any advance ticket sales.
- Promotion of charitable donations or fundraising activities (***except where that organization has leased the Community Center for that event.***)

Procedures for Reserving the Sign

- The Request Form is located on the Town's website: <https://www.townofstjamesnc.org/policies>. The request form must be completed legibly, and in its entirety to be considered.
- Town message requests must be submitted a minimum of two (2) weeks prior to the event at the Community Center and will run for four (4) consecutive days prior to the event including the day of the event.
- Fees (where applicable) must be submitted with the form.

Effective October 5, 2022

- Each message will be displayed for approximately ten (10) seconds during the hours of 6 am and 10 pm. Frequency will be determined by the number of other messages being displayed at that time.

A request to display messages consistent with this Policy shall be submitted to the Town Manager or such other individual as designated by the Town Manager and/or the Mayor.

The Town reserves the right to deny any request that, in the judgment of the Town Manager or his/her designee and/or the Mayor, displays any message that is false, misleading, crude, profane, vulgar, promotes illegal activity or violence, or is deceptive.

Fees:

Refer to FY23 Schedule of Fees: Attachment III

Digital Sign Use Schedule of Fees



Use of Digital Sign	Fee
Day of Event/Production	No Cost
Three (3) Days Prior to Event/Production	No Cost
Four (4) or More Days Prior to Event/Production	\$150.00