



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 FY27 Schedule of Fees: Attachment III

Town of St. James
Digital Sign Fee Schedule
2026-2027 (FY27)



Use of Digital Sign

Fee

The fee for advertising an event on the Town's digital sign applies per designed message, and includes a single graphic created for the event.

Design Fees:

One message, up to 3 days prior to the Event, plus the Event day No Cost

One message, 4 four (4) to fourteen (14) days before the Event day,
plus the event day \$150.00

Modified / Changed message fee \$50.00

Under no circumstances will any message be displayed on the electronic sign for more than fourteen (14) consecutive days prior to the event day.

Each fee covers one approved message for a single event. If changes are requested after the message has been created and approved, - resulting in a revised or new message for the same event - an additional fee of \$50 will apply for each new or modified message.

*A **message change** is any modification to the content, appearance, or information displayed on an approved digital sign. This includes, but is not limited to: Changes in event dates, times or locations / Revisions to wording, messaging or event details / Addition, removal, or replacement of logos, sponsors, or graphics / Changes in layout, color scheme, or overall visual presentation. Minor administrative adjustments made by Town staff for formatting, clarity, or technical requirements (such as resizing, or correcting typographical errors) will not be considered a message change and will not incur an additional fee.*

Examples:

An event scheduled for June 15 with a message displayed from June 1–14 (14 days) and on June 15th would be subject to the standard fee for one message.

An event with a message displayed only from June 12–14 (3 days prior to the event) and on June 15th would **not** be charged a fee.

If an event message is initially displayed during the three-day no-fee period and a change is later requested (such as a date update, revised wording, or sponsor addition), the revised message would be considered an additional message and would **incur a fee**, even though the display period remains within three days.

If an event message is initially displayed for 10 days, and the organizer later requests a revised message (such as a date change, new sponsor, or updated message), the revised message would be considered an additional message and would incur an **additional fee**, even though it is for the same event.