

## Electronic Sign Guideline Policy:

The electronic message sign located on the northwest corner of Congress and Bridge is available to non-profit community and civic groups. The sign will be used primarily to provide messages that have a city-wide impact for events or activities that are open and available to the public. Organizations may post congratulatory notices for scholarship winners and newly elected officers. Congratulatory notices for Belding Athletic Association achievements, City sponsored functions, and any other announcement the City deems appropriate may be posted.

The City will only display messages or announcements for events taking place within the City of Belding.

Message requests should be submitted on an "Electronic Sign Message Request Form". The form is available at City Hall. The request form should be completed legibly and in its entirety. The form can be emailed, submitted in person or mailed to the City.

Requests should include the group's name and a contact person with a contact telephone number and email address, along with a brief description of the event. The city has the sole discretion to accept or reject the organization making the request and/or the content of the message, as well as the ability to alter the text accordingly to fit the sign design.

In the event of an emergency the City has the right to suspend all messages and use the sign for emergency purposes only.

The message sign will not be used for business or personal advertising, personal messages of congratulation, birthdays, graduations, births, retirements, anniversaries, thank you messages or any message of a personal nature.

### RESPONSIBILITY:

It will be the responsibility of the City administration office to manage and post messages to the electronic sign. If there are any questions regarding whether or not a group requesting use of the sign is authorized per this policy, or regarding the content of a message, the City manager will make a decision regarding the request.

City of Belding  
Electronic Message Sign Application

Name: \_\_\_\_\_

Organization Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Cell: \_\_\_\_\_

E-mail: \_\_\_\_\_

Date Message to start: \_\_\_\_\_

Date Message to end: \_\_\_\_\_

Exact wording for message: \_\_\_\_\_

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Please keep message short and to the point for maximum visibility)

**Return application to:** City of Belding  
120 S. Pleasant Street  
Belding, MI. 48809  
or email form to: kthomas@ci.belding.mi.us

I certify that all information on this application is complete and accurate.

Applicant signature: \_\_\_\_\_ Date: \_\_\_\_\_

Date application received: \_\_\_\_\_ Approved by: \_\_\_\_\_