

## **PINEY STUARTBURN ECONOMIC DEVELOPMENT DISTRICT**

### **MOBILE SIGNS POLICY**

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**Subject:** Mobile Signs Policy  
**Effective Date:** April 27, 2021  
**Replaces Policy:** Sunrise Corner Tourism Mobile Signs Policy dated May 10, 2018  
**Resolution No.:** #21-2021      **Resolution Date:** April 27, 2021

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#### **PURPOSE**

The purpose of the Mobile Signs Policy is to establish a set the governing rules and procedures for the use of Sunrise Corner Tourism's mobile signs.

#### **POLICY STATEMENT**

Sunrise Corner Tourism, governed by the Piney Stuartburn Economic Development Board, owns and maintains mobile signs for the benefit of Sunrise Corner as well as community groups, non-profit organizations and businesses within the Rural Municipalities of Piney and Stuartburn.

Messages placed on the sign must conform with the general tourism promotion and community-building platform on which Sunrise Corner stands.

#### **POLICY**

##### **1. Usage**

The mobile signs are intended primarily for Sunrise Corner use. First priority is vested in and to Sunrise Corner as the owner of the mobile signs. Other groups will be given messaging opportunities when available. Sign use will follow the priority listed below:

1. Sunrise Corner/Piney Stuartburn Economic Development Board
2. Rural Municipalities of Piney and Stuartburn
3. Organizations hosting events and/or promotions within Sunrise Corner

##### **2. Management**

The Economic Development & Tourism Manager will manage the mobile signs and their use, including messaging and relocation of the mobile signs, if necessary.

##### **3. Messaging**

Sunrise Corner's mobile sign messages shall only be used to promote Sunrise Corner events, municipal events, regional community events and local businesses. The intent is to inform residents and travelers and increase awareness of the region.

Messaging may be requested by community groups, non-profit organizations and businesses, however, the Economic Development & Tourism Manager shall, at their sole discretion, determine the validity and appropriateness of the messages placed on the mobile signs. Messages must complement the mission and vision of Sunrise Corner.

Absolutely no message shall communicate material that is offensive, obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, racist, sexist, infringes copyright, or promotes political views or opinions. Messages must be neutral in content and intent.

## **TERMS & CONDITIONS**

- Usage may be requested by community groups, non-profit organizations and businesses; allocation will be determined by the Economic Development & Tourism Manager based on priorities outlined above.
- Requests should be received at least two weeks prior to event to allow time for posting.
- When multiple events are upcoming, the Economic Development & Tourism Manager will determine scheduling to ensure all events receive promotion.
- Best efforts will be made to accommodate all requests to promote community events, but mobile sign use is not guaranteed to any group.
- Sunrise Corner accepts no responsibility for unauthorized changes of messaging on signs.