

POLICY No. P-GG-012 Digital Signage Policy

Policy Title	Digital Signage Policy
Policy Number	P-GG-012
Effective Date	March 26, 2024
Revision Date	N/A

POLICY STATEMENT

The Town of Grand Bay-Westfield is committed to its strategic priority of community vitality, by striving to keep residents and visitors informed of community news and events.

PURPOSES

The purpose of this Policy is to set guidelines for Town Administration with regards to publishing information on the Town of Grand Bay-Westfield digital signage.

This Policy replaces the previous Centrum Sign Policy (2015).

POLICY DIRECTIVES

“Town” refers to the Town of Grand Bay-Westfield.

The primary use of the Town’s digital signage is for publishing Town-related/sponsored messages.

As space is available on the Town’s digital signage, the Town may publish non-Town-related/sponsored messages based on the following priority guidelines:

First Priority	Town-related/sponsored messages
Second Priority	Free community events/activities
Third Priority	Fundraising community events/activities

Requests must be received within a minimum of five (5) business days in advance of the event/activity date.

Requests must be for events/activities taking place in Grand Bay-Westfield and/or where the primary organizer is a community group(s)/organization(s) based in Grand Bay-Westfield.

Recurring (daily, weekly, or monthly) events/activities are not eligible for publishing.

For-profit requests are not eligible for publishing.

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Display of information does not constitute endorsement of the content by the Town.

Information requested for display must adhere to Town Policy P-GG-007: Diversity, Equity, Inclusion and Belonging.

Information promoting an individual political party or politician will not be permitted.

The Town reserves the right to deny requests.

RESPONSIBILITIES

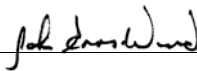
The Town of Grand Bay-Westfield Administrative team is responsible for publishing information on the Town’s digital signage. In their absence, the Communications Manager or designate will publish information.

POLICY REVIEW

This Policy will be reviewed by the Council of the Town of Grand Bay-Westfield every four (4) years with the next review in 2028.

APPROVAL:

Signed this 26 day of March, 2024.



John Enns-Wind
CAO



Brittany Merrifield
Mayor