



City of Buchanan

4300 Hwy 120
Buchanan GA 30113
Phone 770-646-3081
www.buchananga.gov

Electronic Sign Use Policy

Policy No: 2024-1021

Date Approved: 10/21/2024

Status: Approved

Policy Statement

The City of Buchanan is committed to providing its residents, taxpayers, and visitors with accurate and appropriate information through the inclusion of digital signage designed to promote and enhance the communication strategies of the city in disseminating information about events, meetings, public messages from the municipality, and to local businesses and non-profit organizations.

Purpose

This Policy:

- Facilitates effective digital communication tools for important community messaging.
- Ensures open, honest and clear channels of communication in the use of municipal digital signage in the City of Buchanan
- Provides direction for the appropriate use of digital signage in the municipality.
- Defines who may advertise on municipal digital signage.



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Scope

This policy applies to all digital communication utilizing the City of Buchanan electronic sign board located at, 4300 Georgia Highway 120, Buchanan, GA 30113.

General Conditions

Content on Municipal Signage

- Municipal digital signage functions as a representation of the municipality, and therefore will be operated in a manner that positively represents the City of Buchanan positively.
- There shall be no content containing political terms, views, etc. on the City of Buchanan digital signage.
- There shall be no content containing vulgar terms or explicit images on the City of Buchanan digital signage.
- The City reserves the right to refuse any material at any time.

Appearance, Use and Functionality of Municipal Digital Signage

- The municipality is not liable for power outages or other acts beyond its control which affect the ability to utilize municipal digital signage to convey information on behalf of third parties.
- Messages may be edited for clarity and conformity to the requirements of the medium.



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- The municipality offers no guarantee with respect to the appearance of any conveyance of information on municipal digital signage, or the length of time that a message will be displayed.
- Appearance of messages are subject to constraints of priorities, as well as electronic and mechanical limitations.

Prioritization

1. Emergency messages- in the event of an emergency, the City reserves the right to suspend all messages and use signage for emergency purposes only.
2. Messages from the City of Buchanan.
3. Messages from other Government agencies that have a local impact or significance; and
4. Community events and messages hosted and/or sponsored by non-profit organizations, located or operated within the City of Buchanan.
5. Business Spotlight
 - a. There will be a 90-day trial period where we highlight local businesses who have expressed interest in being on the sign. Each business slide would be displayed no longer than (7) seven days.
 - b. After all established businesses have had a chance to be placed on the sign, we can start highlighting the new businesses for no longer than (7) seven days.
6. Paid advertisement from local businesses.



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Submitting a Request

Requests to utilize municipal digital signage will only be considered from registered non-profit organizations and local businesses. Requests must be submitted to the City Clerk using the city-provided request form located on the City's website- (hard copies are also available at the City Hall.) All requests must be submitted at least seven (7) days prior to the requested posting date. Messages will be posted for a maximum of thirty (30) days depending on availability, and unless otherwise approved by the City Clerk. There will be a limit of five (5) available slides per month. If the limit is met, all additional requests will be added to the wait list and will be first come-first serve.

Costs

Requests will be posted for a minimum of seven (7) days at a time and a maximum of thirty (30) days at a time. Requests can be submitted again after the time limit is up, applicants will then be placed on the waiting list. After all established businesses have been placed on the sign free of charge, all NEW business license applicants within the city will be placed on the digital signage for exactly (7) seven days free of charge. All city events and announcements and all registered non-profit requests are free of charge. Below are the following costs and time slots when submitted a request:

- Two Weeks (Fourteen Days)- \$150.00
- One Month (Thirty Days)- \$275.00

-----End of Policy-----