

LITTLESTOWN AREA CHAMBER OF COMMERCE WELCOME SIGN POLICY

Please read below information carefully. Complete page four (4) of this policy and return to the Chamber at P.O. Box 384, Littlestown, PA 17340, prior to placing your messages.

I. General Information:

- A. Number of Welcome signs- Four (4).
- B. Sponsor panels-There are spaces for eight (8) sponsor panels on each welcome sign. They are there to attract attention to the sign and to provide advertising for the sponsors for their presence in our community. Each sponsor paid for his/her own panels and they were placed on the sign by the Chamber. These panels may remain so long as the organization wants them to remain and provided their appearance and condition remain acceptable. Should any organization want their sign removed permanently or temporarily for refurbishing, they shall notify the Chamber of Commerce, who shall arrange for removal, and replacement if refurbished. There is no additional charge to any sponsor for their panels to appear on the signs.
- C. Upcoming Events section – This is the key section of the welcome signs. It is intended to exhibit announcements of civic events of importance to the whole community. There is room for three (3) panels, each containing two-message tracks, on each welcome sign. The placement and removal of panels in these message tracks shall be by **only** authorized persons of each organization. This authorization shall come from the Chamber of Commerce.

II. Proper Use of Upcoming Events Section of Welcome Signs

- A. Civic organizations, service organizations, social clubs (not-for-profit), Borough, School District, Fire Company, etc. shall be allowed to use these messages tracks. All messages shall be defined as semi-permanent, non-calendar events and temporary calendar events. Temporary calendar events shall take priority over all other messages.
 - 1. Calendar Events (temporary) messages are those that advertise sporting events, school plays & musicals, festivals, Good Ole Days, Fireman’s parade, Fireman’s carnival, etc.
 - 2. Non-Calendar (semi-permanent) messages are those that advertise activities or make announcements of public interest, but are not necessarily date specific. An example of a non-calendar event would be weekly “We Love Our Children, Please Drive Carefully.”

B. Associated costs to users-There are no fees payable to the Chamber of Commerce for authorized use of the upcoming events section. However, there are costs associated with the use of message tracks!

1. All message tracks are designed to receive strips of .02 aluminum. These strips are 5 ½ inches wide and four (4) feet long. The users must provide their own message strips.
2. Estimated costs of these strips (as of March 13, 2000) are \$4.00 each. Commercial printing of message in black vinyl letters is currently \$10.00 per line. Therefore, a commercially designed and produced message strip would cost approximately \$14.00.

NOTE: The Chamber would like to see the same messages on all four welcome signs at the same time; however, if this poses financial problems to the user, an organization may place their messages on only the signs they choose, subject to Chamber concurrence.

3. If organizations have access to these track materials and services within their own organization, they may be able to save considerable money by supplying their own materials and printing; however, .02 aluminum strips, 5 ½ inches wide and four (4) feet long must be used for message tracks. No other metal is acceptable. .020 vinyl strips would also be allowed!
4. Any and all materials supplied by users shall conform to standards of quality required by the Chamber, and shall in no way cause damage to the sign. Permission to use your own materials shall be acquired from the Chamber **prior** to construction.

III. Proper Use of Welcome Signs

A. Message panels will be put up and taken down by the organization displaying the message.

1. If no vacant tracks are available, an organization may, subject to Chamber authorization, **carefully** remove panels of a **non-calendar** event and safely store them until their own message is taken down. The non-calendar events strip must be carefully replaced within **7 days** after the calendar event is over.
2. No calendar event shall be displayed more than three (3) weeks before the event. The message panels must be removed within 7 days after the event. This is important so that the welcome signs can be used by as many organizations as possible.

3. If the event being advertised is a re-occurring event, such as Good Ole Days each year, save your message panel strips and design them in such a way that only dates have to be replaced!
4. Remember – Each organization is responsible for design, construction, care, storage, placement and removal of their message strips. Also each organization is responsible for the safe storage of all message strips they remove until they are carefully replaced in the welcome signs. Each organization must replace strips they remove that belong to other organizations.
5. Damaged or lost message strips – Any organization that intentionally or accidentally damages or destroys a message strip of another organization shall be responsible for the actual replacement costs of the loss, and that organization shall be denied use of the welcome signs until restitution is complete.

IV. Conditional Use of Chamber Signs

- A. Permission to use welcome signs must be acquired from the Littlestown Area Chamber of Commerce before any messages may be placed or any panels may be removed.
- B. Improper messages – At the discretion of the Board of Directors of the Chamber, any sign deemed pornographic, indecent, or inappropriate shall be promptly removed and a warning issued to the organization that placed the message. The Littlestown Area Chamber of Commerce shall be held blameless for messages displayed without their expressed approval and are in no way responsible for offensive, misuse of welcome sign. The welcome signs are intended to be a friendly community service!

V. Additional Information

- A. For more information and approval to use signs, please call 359-7006 during normal business hours, Monday-Friday, 9 am-5 pm.

Approved by BOD 5/2/00

LITTLESTOWN AREA CHAMBER OF COMMERCE

I have read the above policy statement regarding the use of upcoming events panels on the Littlestown Area Chamber of Commerce welcome signs and agree to abide by these policies in the use and care of panels by my organization.

Organization Name

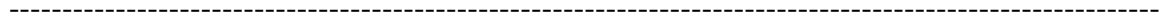
Phone Number

Organization Contact

Date

Littlestown Area Chamber of Commerce

Date



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