



Electronic Sign Use Policy and Fee Schedule

The Long Prairie Area Chamber of Commerce is proud to have purchased a Daktronics Venus 1500 Digital Sign for use by Chamber businesses, to list community and school events and positive messages, relevant events and information from the Todd County Health and Human Services/Citizens Against Drugs Coalition. A partnership with Todd County Health and Human Services made the purchase of the sign a reality.

The general purpose of the sign is to inform the public of events, Chamber happenings, membership drives, positive messaging and other opportunities to participate in community events.

The name and reputation of the Long Prairie Area Chamber of Commerce are important assets which we will not allow to be damaged, therefore this policy will cover the acceptable uses for the Chamber's sign and fees for use by non-Chamber members.

Article 1: To the extent of the law, the Chamber will not allow on its sign any content, applications, services or products which:

- Violate any laws, statutes or ordinances. This will include any statements that are defamatory, fraudulent or deceptive;
- Are pornographic or contain "harmful matter";
- No message shall contain profanity, intolerant content relating to race, religion, sex, national origin, ethnicity, etc.;
- Violate terms of the Memorandum of Understanding with Todd County Health and Human Services (attachment).

Article 2: The Chamber will enforce this policy by:

- Providing a copy of this policy and any attachments to each subscriber as part of the agreement to place advertising/messaging on the sign. If there is a question on the advertising/messaging, it will be approved by the Executive Board prior to display on the sign;
- The Chamber will promptly investigate complaints from other customers, regulatory bodies or consumer groups or citizens;

- Requiring subscribers to provide information regarding how they can be contacted by traditional and electronic means for the purpose of subscriber relations, general inquiries, complaint making or problem resolution.

Article 3: Sign content should promote the Long Prairie Area.

- Messages must highlight events, sales and other happenings. Personal and campaign messages are prohibited.
- The total number of characters of each message/advertisement shall not exceed ? words or two frames.
- Sign content will be managed by the Chamber’s Executive Director.
- No single advertisement shall run for more than three weeks. The Chamber agrees to limit the number of advertisers to eight per advertising cycle. All advertising shall be sold on a first-come-first served basis. The Chamber’s Executive Committee shall resolve any disputes. Chamber Member messages/advertising take precedence.

The Long Prairie Area Chamber of Commerce reserves the right to alter any ad placed and to reject any and all advertising.

The Chamber reserves the right to control the number of days a message will be displayed on the electronic sign.

The Chamber reserves the right to limit the number of ads per business/organization to one message/ad per week.

In the case of an emergency, the Chamber reserves the right to change or alter the messages on the sign for the benefit of public good and safety.

All advertising must be paid in advance of the ad run.

The Long Prairie Area Chamber of Commerce reserves the right to reduce and/or waive fees associated with advertising.

Type of Ad	Rate	Free ads
All Chamber Members	\$0	Unlimited
Non-Member Rate	\$50 per week	0

MEMORANDUM OF UNDERSTANDING (referred to as "attachment" above)

This Memorandum of Understanding (MOU) is entered into by and between: Todd County Health & Human Services and the Long Prairie Chamber of Commerce.

A. Purpose. The purpose of this MOU is to outline the terms and conditions for the use, purchase, management, and maintenance of the Long Prairie electronic community sign to be installed in July, 2014 at the intersection of Central Avenue and US Highway 71 in Long Prairie, Minnesota.

B. Roles and Responsibilities. Todd County Health & Human Services and Long Prairie Chamber of Commerce agree to the following roles and responsibilities as they relate to the Long Prairie electronic community sign:

Todd County Health & Human Services agrees to:

- Provide the Long Prairie Chamber Director with relevant events, information and community messages as frequently as needed.

Long Prairie Chamber of Commerce agrees to:

- Work with Rose City Signs to install and set up the necessary equipment to manage the sign by July 30, 2014.
- Dedicate staff time to update the sign weekly including updates from Health & Human Service staff. Total messaging on the sign at one time may include up to 50% Health & Human Services information.
- Include relevant community events, information, and messages to promote the Long Prairie community at no charge to community organizations.
- Not advertise or display any event, information, or messages that would be in conflict with the mission and goals of Todd County Health & Human Services or the Todd County Citizens Against Drugs Coalition.
- Absorb any ongoing costs related to maintenance or software updates for the necessary functioning of the sign.

C. Funding. The Long Prairie electronic community sign will be purchased through Rose City Signs in Eagle Bend, MN. The total sign purchase will be approximately \$21,708 based on an estimate from Rose City Signs. Todd County Health & Human Services agrees to pay the down payment of \$10,000 toward the purchase of the sign directly to Rose City Signs by June 30, 2014. The Long Prairie Chamber of Commerce agrees to pay the remaining portion following the installation of the sign.

D. Timeframe. This MOU will commence on June 30, 2014 and will end June 30, 2019. The MOU can be extended if it is mutually agreed upon by both parties. Upon completion of this MOU the Long Prairie electronic community sign will be fully owned by the Long Prairie Chamber of Commerce.

This Memorandum of Understanding is the complete agreement between Todd County Health & Human Services and the Long Prairie Chamber of Commerce and may be amended only by written agreement signed by each of the parties involved.



Electronic Sign Rental Form

Business Name: _____ Phone Number: _____

Contact Name: _____ Chamber Member? _____

Address: _____

E-mail address (for Chamber only, it will not be shared or distributed without consent:

Rental Amount (See Chart Above): _____

Requested dates to run message: _____

Display is limited to 2 screens. Each screen is up to three lines of text. Logos must be high resolution so they appear non-pixelated on the sign. If you want your logo on each screen, please indicate this. Remember, people need to see your ad quickly. Limit the words! Less is more. Use the space below to write your text.

Requests should be received no less than 2 weeks prior to the requested start date. Pre-payment is required for all advertising. Requests will not be accepted without payment.

You may print this form and mail it to us with your payment to: Long Prairie Area Chamber of Commerce, 42 Third Street North, Long Prairie, MN 56347.

I have read the Sign Usage Policy and agree to all terms therein.

Signature: _____

Name (print please): _____ Date: _____

[Type a quote from the document of the summary of an interesting point. You can position the text box anywhere in the document. Use the Drawing Tools tab to change the formatting of the pull quote text box.]