

## **Electronic Sign Usage Corner of Shrewsbury and Main Streets**

Number of messages allowed – maximum 4 at one time

Length of message – It is recommended that messages be kept brief and concise.

Priorities and length of time:

1. Emergency – as dictated by emergency
2. Town information/ business – as dictated by information
3. Town Committee information e.g. Bandstand, Recycling center/  
Hazardous Waste – one week prior to event (non-fundraising)
4. Official school information/ business - one week prior to event
5. Town affiliate non-profits – could include PTA events, fundraising for the Friends of COA, etc. - one week prior to event
6. Veterans returning from active duty service- 4 calendar days after return
7. All other non-profits or fund raising events– Red Barn, White Oak, Chamber of Commerce, Garden Club, PTA, Scouts recycling, WRHS alumni, etc. - one week prior to event max
8. Events sponsored to benefit the Holden public – ex. Red Cross blood drive- one week prior to event max
9. All others as approved by the Town Manager

Content:

- No political activities/ events unless a candidates debate sponsored by an impartial group such as the League of Women Voters for local elections
- No objectionable content – to be determined by Town Manager
- No outside groups
- No for profit organizations
- No religious messages / activities
- No individual messages

Fees:

The cost to operate the sign, including electricity, remote internet access, personnel, and maintenance/replacement costs are considered in determining the fee for utilizing the sign for messages:

All non town official notices (#'s 5 through 9) - \$10 per notice

**Application for Use of Town Electronic Sign  
Corner of Shrewsbury and Main Streets**

**Town Department/Community Group:** \_\_\_\_\_

**Dates for display:** \_\_\_\_\_

**Applicant name:** \_\_\_\_\_

**Number applicant can be reached:** \_\_\_\_\_

**Event / Message display:**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Applicant has read and agrees to the usage policy for the Town of Holden Electronic Sign located on the corner of Shrewsbury and Main Streets. The applicant understands that any town event or emergency which occurs during the display time will take precedent over any other message. Fee is non-refundable.

**Signature of Authorized Applicant:** \_\_\_\_\_

**Printed Name:** \_\_\_\_\_

**For Office use only:**

**Fee:** \_\_\_\_\_

**Date Paid:** \_\_\_\_\_

**Initial:** \_\_\_\_\_