



CITY OF CLAREMONT ADVERTISING POLICY

Introduction

The City of Claremont's businesses and organizations contribute to the overall quality of life of the City's residents. It is the goal of the City to allow its businesses and organizations a cost-effective way to promote their entity. The City will allow equal access to those businesses/organizations who choose to advertise utilizing City resources for such promotion. The resources businesses/organizations may utilize for promotion are limited to:

- The City website
- The City digital sign

In addition to the resources above, the City will use its monthly newsletter, *The Claremont Chronicle*, to promote City businesses and organizations through a business/organization of the month program.

CITY WEBSITE

Listing Entities in the Claremont Business Directory

The City of Claremont will list businesses, nonprofit and service organizations on the City's website located at www.claremontmn.com. This service will be available to each entity free of charge. Only businesses/organizations within city limits will be eligible to be listed on the website. All businesses/organizations will be listed in alphabetical order in a section called the "Claremont Business Directory".

The City Administrator, or the his/her designee, will be responsible for creating and maintaining the Claremont Business Directory. Each listing in the directory will contain the following:

- Name of business/organization
- Phone and fax number
- Address
- A link to the entity's website (if available)
- Type of business

Any business/organization which would like to be listed in the Claremont Business Directory must fill out a form and provide the information listed above. Once the form is complete, the listing will be posted to the directory in a timely manner.

Private Businesses Use of the City Website

The website will be used as a means to identify the private for-profit business which operates within the City of Claremont. Outside of the information listed above, the website will not be used to advertise messages for private businesses.

Nonprofit and Service Organizations Use of the City Website

The City Administrator will review requests to add information about nonprofit/service organizations events, and annual city-wide events to the website. To have an event posted a representative from the organization must submit a written request. If the request is approved the City Administrator/designee will get the appropriate information posted to the website.

CITY DIGITAL SIGN

Advertising Claremont Businesses on the Sign

All for-profit businesses within Claremont's city limits have the opportunity to advertise on the City's digital sign located in front of the Fire Department. The cost of this service shall be ten (10) dollars annually. The fee associated with this service will help adequately reimburse the City for the power and administrative costs associated with the advertisements.

Guidelines for Businesses

The following are the guidelines the City will use for displaying for-profit business messages on the sign:

- Businesses which choose to take advantage of this service must fill out a request form at City Hall.
- Due to space limitations the message must be eighty-eight (88) characters or less.
- The message must be deemed appropriate for public display; no offensive language will be allowed.
- The ten (10) dollar fee must be paid before the approved message will be added to the sign.
- The fee entitles the business to display their message for one (1) calendar year.
- Business owners may opt to change their message from time-to-time, but may do so at the frequency of no more than one (1) time per month.
 - To change the message a business must fill out a new request form, go through the message approval process and pay a ten (10) change fee each time the approved message is changed.

Advertising Guidelines for Claremont Nonprofit and Service Organizations

All nonprofit and service organizations within Claremont's city limits have the opportunity to advertise on the City's digital sign located in front of the Fire Department. Other nonprofit, service and government organizations outside Claremont's city limits may have the opportunity to post a message if the message has a direct benefit to the citizens of Claremont. No fee will be associated with this service.

Guidelines for Nonprofit and Service Organizations

The following are the guidelines the City will use for displaying nonprofit and service organization messages on the sign:

- Organizations which choose to take advantage of this service must fill out a request form at City Hall.
- Under normal circumstances the message must be eighty-eight (88) characters or less.
- The message must be deemed appropriate for public display.
- At the City Administrator/designee discretion, the message may exceed eighty-eight (88) characters; to promote an annual City event for example.
- The initial approved message will be displayed for one (1) calendar year or less.
- Organizations may opt to change their message from time-to-time, but may do so at the frequency of no more than one (1) time per month, twelve (12) times per year or at the City Administrator/designee's discretion.
 - To change the message an organization must fill out a new request form and go through the message approval process.

CITY NEWSLETTER, *THE CLAREMONT CHRONICLE*

Claremont Businesses of the Month Program

All businesses within Claremont's city limits will be eligible to be selected as the Claremont Business of the Month. Businesses will be asked to participate in the program and will be assigned a unique number identifying their entity upon participation. A sheet of paper will be produced with identifying numbers—not the businesses' name—on it. After all businesses which choose to participate in the program are identified, the selection for the business of the month will be drawn at random by a Claremont resident in the following manner:

- During the first week of the month, at a time designated by the City Administrator, a Claremont resident visiting City Hall will be asked to select a number/numbers from a grid.
 - The number of businesses selected will be based on the amount of space available in the upcoming newsletter.
- After the selection, the City Administrator will contact the business/businesses informing them they have been selected as a business of the month.
- The selected business/businesses will have fourteen (14) days to produce a quarter-page advertisement which will be placed in the newsletter.
 - The advertisement must be sent electronically to the City Administrator.
- Once a business has been selected as a business of the month, they are ineligible for selection again until all participating businesses have been selected.

Claremont Organization of the Month Program

In addition to the Claremont Business of the Month, a Claremont nonprofit or service organization will be selected as the Claremont Organization of the Month. Selection and procedures for the program will follow the same guidelines as the business of the month program.

Adopted by the Claremont City Council on this 28th day of January, 2008.

Russ Lucas, Mayor

Attest:

Elizabeth Sorg, City Clerk/Treasurer