



CITY COUNCIL POLICY

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DIGITAL BILLBOARD USE				

EXHIBIT A

PURPOSE

The City has entered into a Digital Billboard Lease dated, June 6, 2014 (Lease) with Veale Investment Properties dba Veale Outdoor Advertising (Billboard Operator), under which the City has leased certain property owned by the City that is adjacent to the I-80 freeway for the purpose of developing and operating a digital billboard (Digital Billboard). The primary purpose of the Digital Billboard is to generate advertising revenues used to help support City operations. The Digital Billboard is not intended to provide a general public forum for the purposes of communication, but to make use of City property held in a proprietary capacity in order to generate revenue.

Under the Lease, the City is allocated 10% of the total advertising time on the Digital Billboard for City usage. The purpose of this Digital Billboard Use Policy is to provide guidelines and procedures for the identification, priority, submission and display of messages regarding City and community events on the Digital Billboard.

DEFINITIONS

City: means the City of Dixon and its departments and events sponsored by the City.

City Manager: means the City Manager of the City or the Manager's designee.

Community/Civic Events: means local events that are of a civic, public, or educational nature, including City festivities and other similar events that promote the community and are open to the general public.

For-Profit Organization: means a business or other organization whose primary goal is making money (a profit) or has not been deemed eligible for nonprofit status by the Internal Revenue Service.

Local Nonprofit Organization: means an organization that has been conferred eligible for nonprofit status by the Internal Revenue Service under United States Internal Revenue Code Section 501(c) and maintains its principal office or place of operation within the City of City of Dixon. Exhibit E of this policy lists all registered Local Nonprofit Organizations. This list is updated annually.

Local Public Educational Institutions: means and includes the Dixon Unified School District.



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Non-City: means and includes Local Nonprofit Organizations, Community/Civic Events, and Local Public Schools.

POLICY

A. Responsibility

The City Manager’s Office is responsible for managing and submitting messages for display on the Digital Billboard. If there are any questions regarding content of the message, or whether or not a group requesting use of the Digital Billboard is authorized under this policy, the City Manager or designee will serve as the final decision-making authority.

B. Policy

City message requests will have priority over all Non-City requests. Revenue-generating City events have precedence over non-revenue generating City events.. Non-revenue generating City events include, but are not limited to: Public Safety Announcements, Amber Alerts, and other safety related messages. Based on historical use the anticipated City allocation is as follows (based on the 10% of message time allocated to the City under the Lease):

City Use Structure	Allocation Spots/Hour	
1. Community Services/ •	5%	30
2. Community Services (other) City-sponsored events	3%	18
3. Public Safety • Community alerts • Public Safety service announcements	1%	6
4. Administration • Community alerts • Non-City events and messages	1%	6
TOTAL	10%	60/hour

Non-City Use Structure

Non-City messages will be part of the Administration allocation.

For-Profit Organizations: For-profit organizations are not covered under this policy and will be referred to the Billboard Operator for their advertising needs as outlined in the Lease.



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C. General Information, Procedures and Prioritization

General Information

1. Requests will be approved on the basis of availability, first come, first served, and conformity to the prioritization and advertising criteria as outlined in this policy.
2. Duration of all messages will be determined on a case by case basis by the City Manager or designee.
3. Each message will be displayed for the prescribed time and must conform to the parameters outlined in Exhibit B.

NOTE: Under the Lease, the Billboard Operator has sole discretion in determining the advertising time placement within the advertising display loop.

Procedures

1. City message requests must be submitted a minimum of one week prior to the desired beginning display date.
2. Non-City message requests must be submitted on the Digital Billboard Message Request Form (Exhibit D) a minimum of 14 business days prior to the desired beginning display date.
3. The Request Form is located on the City’s website at: www.ci.dixon.ca.us.
4. The request form must be completed legibly and in its entirety in order to be considered.

Prioritization

1. In the event that there are several requests for any given time period, the requests will be posted on a first come, first served basis with priority given to City messages.
2. If there is unbooked City usage time, the Digital Billboard will default to display messages approved by the City Manager.



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D. Message Content

1. All messages submitted for display must adhere to the criteria outlined in Section 7.12 (Advertising Rights) of the Lease, which is restated as follows:

7.12 Advertising Rights

7.12.1 Operation of the Message Center. In operating the Message Center, Tenant shall conform to all valid and applicable laws and regulations, including laws and regulations pertaining to outdoor advertising, including the criteria and limitations set forth in the Lease Agreement. Unless otherwise legally obligated to do so, Tenant shall not display any message that in the judgment of the City of Dixon City Manager or his or her designee:

- i. is false, misleading, or deceptive;*
- ii. promotes the sale or use of tobacco products, or medical marijuana, whether directly or indirectly, provided that advertising for hydroponics shall not be deemed indirect promotion of marijuana;*
- iii. promotes the sale of alcoholic beverages in a manner that violates the best standards of the outdoor advertising industry for the promotion of wineries or alcoholic beverages;*
- iv. depicts violence or anti-social behavior or relates to illegal activity;*
- v. contains "obscene matter," as that term is defined in California Penal Code section 311 on the Effective Date, or promotes adult entertainment;*
- vi. promotes or opposes a candidate for public office or promotes or opposes a ballot measure;*
- vii. holds a person or group of persons up to public ridicule, derision, or embarrassment, or defames a person or group of persons; or*
- viii. contains language that is obscene, vulgar, profane, or scatological, or that presents a clear-and-present danger of causing riot, disorder, or other imminent threat to public safety, peace, or order.*



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As used in this Section 7.12.1, “legally obligated” shall mean under a court order from a court with competent jurisdiction.

2. Non-City messages will be limited to the name of the event, the sponsor, date, time and other specific factual details of the event.
3. If despite such preliminary review by the City, a message is subsequently determined to be in violation of these criteria, the City Manager may cause such message to be removed immediately. If a Non-City message is removed, a pro-rated refund will be provided by the City.

E. Authority

1. The City Manager or designee is authorized to accept or reject requests, including the content of the message, and may propose alterations to the requestor in order to comply with the guidelines set forth in this policy.
2. The City Manager or designee may pre-empt, remove or delay displaying any City message.
3. For Non-City message displays, the City Manager or designee may delay the display or remove a playing message for non-payment of the applicable advertising rate. There will be no refunds or reductions in charges for any resulting loss of message display time. However, if a Non-City message is delayed for reasons or circumstances beyond the control of the City, the City will use its best efforts to have the Billboard Operator extend or increase in the frequency of the affected message.

F. Cost Recovery :

There will be no cost recovery rate applied to City message displays.

There will be no cost recovery rate applied to Non-Profit Organizations or Public Educational Institutions for non-ticketed or non-fee charged events or announcements.

Non-City messages will be charged at the rates indicated in the attached Cost Recovery Rate Schedule (Exhibit C).



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EXHIBIT B

Advertising Dimensions and Durations

It is the responsibility of the requestor to provide the desired Digital Billboard display in the following format:

1. File Size: 200px Height x 704px Width
2. File Type: Uncompressed.jpg
3. DPI: 72 default setting
4. Color Mode: RGB and CMYK

Message Duration:

- Minimum frame display duration: 6 seconds
- Minimum total message duration: 2 days
- Maximum total message duration: (TBD) days, dependent upon availability and at the City Manager's discretion.

Under the Lease between the City and the Billboard Operator, the City is allocated 10% of the total advertising time on the Digital Billboard. This allows for all City uses up to one spot per minute and sixty spots per hour.



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EXHIBIT C
 Cost Recovery Rate Schedule

Non-City	Duration	Rate
Local Nonprofit Organizations	* __ Weeks Maximum per Ad	
	Weekdays and Weekend	\$100/Entire week
	Weekends only	\$40/Weekend
	Weekday rate (minimum 2 days)	\$25/Day
Community/Civic Events	* __ Weeks Maximum per Ad	
	Weekdays and Weekends	\$200/Entire week
	Weekends only	\$80/Weekend
	Weekday rate (minimum 2 days)	\$50/Day

*To be evaluated and approved on a case-by-case basis.



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EXHIBIT D



CITY OF DIXON DIGITAL BILLBOARD MESSAGE REQUEST APPLICATION

Organization/Group Name: _____

Contact Person(s) _____ Contact Number(s) _____

E-mail address _____

Type of Event _____ Date of Event _____

Time of Event _____ Location of Event _____

Dates Requesting to Display Message:

Beginning: _____ End: _____

Mail, Fax or Deliver Application to:

City of Dixon
Attn: Larry Burkhardt
600 East A Street
City of Dixon, CA 95620

Fax # (707) 678-1489 Phone # (707) 678-7000, ext. 1126

e-mail: lburkhardt@ci.dixon.ca.us

Applications must be received at least 14 business days prior to the desired posting date.

Print the message as it should appear on the Billboard. Under the City's Digital Billboard Use Policy, Non-City messages are limited to the name of the event, the sponsor, date, time and other specific factual details of the event. The City of Dixon reserves the right to reject all messages and to modify content and format for policy compliance.



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Organization/Group Name:
Address of Organization:

Disclaimer of Liability

On behalf of the requesting organization, it is agreed that the City of Dixon will not be held liable for any improper or incorrect use of the information displayed on the Digital Billboard and that the City assumes no responsibility for any organization's use of the Digital Billboard. In no event may the City be liable for any damages, whether direct, indirect, incidental, special, exemplary or consequential regardless of cause, and on any theory of liability, whether in contract, strict liability, or tort (including negligence or otherwise) arising in any way out of the use of the Digital Billboard, even if advised on the possibility of such damage.

I certify that I am authorized to submit this request by the organization identified above.

Signature

Date

Print Name



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EXHIBIT E

Registered Local Nonprofit Organizations in City of Dixon, California

To be completed.



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EXHIBIT F

RATE CARD

Solano County Digital Billboard

Location: South line Hwy. 80 @ 1875 N Lincoln Street, Dixon, CA
 Size: 14' x 48'
 Hours of Operation: 5:00 a.m. to 3:00 a.m. daily (22 hours a day)
 Length of Ad/spot: 6 seconds
 # of Ad/spots/day: 1,100 minimum guaranteed
 Rate: East Bound: \$6,000.00/4 weeks/net
 Rate: West Bound: \$6,000.00/4weeks/net

Dixon Business Discount Rate: (25%)

4 weeks: \$4,500.00/net
 2 weeks: \$2,500.00/net
 1 week: \$1,500.00/net
 Daily: \$ 215.00/net

Note: Prices were determined by Veale Outdoor Advertising and are subject to change.