



Town of Georgetown

Policy for Use of Town Owned Electronic Message Board

PURPOSE

The purpose of this policy is to establish guidance for the utilization of the Town's electronic message board (EMB) at East Market Street and Layton Avenue.

The Town Hall shall be responsible for approval of and control over all content appearing on the Town's EMB.

GENERAL GUIDELINES

1. Illumination of the EMB will be from 6:00 a.m. to 10:00 p.m.
2. The primary/priority use of the EMB shall be to promote municipal programs and services.
3. Once each week, Town Hall Staff shall review and update the EMB messaging.
4. Announcements shall expire and shut down no later than the evening of any noticed or advertised event.
5. Town of Georgetown recognized community service clubs and organizations may request permission to display EMB sign announcements for events occurring within the Town limits. Requests for posting will not be accepted nor postings permitted on behalf of private persons, entities, businesses, political or religious organizations. The acceptance of a non-municipal posting to the EMB does not constitute a sponsorship or official endorsement by the Town of the message and/or event described therein.
6. Event announcements will be placed on the EMB sign no sooner than 5 to 14 days prior to the event. Date(s) and duration of postings will be determined by the number of postings being requested at any given time with priority afforded to postings as described in #2 above.
7. Requests must be submitted via e-mail to the Town Hall (info@georgetowndel.com) at least ten days prior to the date the requestor wants the EMB to display the message about the event. The request must be submitted on the Town of Georgetown Electronic Sign Request Form available on the Town Website (www.georgetowndel.com)
8. Decision on the dates of postings, duration, and content shall rest with the Town Manager. The Town assumes no liability for mechanical/technological failures or clerical errors in postings.
9. The Town without advance notice may cancel sign announcements indefinitely to address Town emergencies, safety issues and/or official communications.

RECOGNIZED COMMUNITY SERVICE CLUBS AND ORGANIZATIONS

American Legion Ambulance Service
CHEER – Sussex County Senior Services
County Seat Cruisers
First State Community Action Agency
Georgetown Arts & Flowers
Georgetown Chamber of Commerce
Georgetown Fire Department
Georgetown Historical Society
Georgetown Kiwanis Club
Georgetown Lions Club
Georgetown Little League
Georgetown-Millsboro Rotary Club
Georgetown Playground & Parks
Georgetown Public Library
Historic Georgetown Association
La Esperanza
State of Delaware
Sussex County Council
Sussex County Return Day