

Town of Ottawa

Park Advertising Policy

1. Purpose

The purpose of this policy is to establish standards and guidelines for sports fields or other areas of advertising within the Town of Ottawa Park. Allowing normally unused spaces to be used for private advertising purposes is one way to increase available revenue to improve Town baseball fields and park grounds.

The unused spaces addressed in this policy are those within the Town Park. Because the majority of users of such areas are children and the property is owned and operated by the Town, special consideration must be given to the type of advertising permitted in these spaces.

All advertising permitted within Town parks must comply with this policy to promote public safety and preserve the health, safety, welfare, and reputation of the Town of Ottawa.

In addition, the intent of allowing advertising under this policy is to provide fundraising opportunities for community groups and organizations that support youth, recreation, or other community-oriented activities. All advertising applications must identify a sponsoring group, which shall be responsible for coordinating the advertising request and ensuring compliance with this policy.

2. Organizations Affected

This policy applies to all with the intent to post advertising on, around, or within the Town of Ottawa park.

3. Policy Statement

It is the policy of the Town of Ottawa to enforce all guidelines dictated in this policy to allow only those who meet the stated requirements to post advertising within the Town of Ottawa park.

4. Property

The sports fields and pavilion are owned by the Town of Ottawa and are for use with permit by the citizens of Ottawa. The property open for advertising use is the backstop fence on each baseball field owned by the Town, and other areas as approved by the Town Board.

Due to the structure and nature of the property, these areas are classified as a nonpublic forum.

5. Prohibited Advertising

The advertising allowed to be posted within the designated property will not contain any of the following language or pictures to the same effect:

- 5.1 Intentionally false, misleading, or deceptive information.
 - 5.2 Advertising of tobacco, alcohol, vaping products, or any illegal products.
 - 5.3 Promotion of illegal goods, services, or activities.
 - 5.4 Content that infringes upon any copyright, trademark, service mark, title, or slogan.
Responsibility for compliance rests solely with the advertiser.
 - 5.5 Content that is demeaning or discriminatory toward individuals or groups based on race, color, religion, national origin, ancestry, gender, age, disability, ethnicity, or sexual orientation.
 - 5.6 Sexually oriented material.
 - 5.7 Profane material.
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6. Advertising Stipulations

- 6.1 Advertising permits are valid for the Park Calendar Year in which they are issued, unless revoked.
- 6.2 Approved advertising banners shall be installed by the Town of Ottawa Park Department.
- 6.3 The Park Department has the sole right to determine banner placement.
- 6.4 The Town of Ottawa will not be responsible for any damage done to the banner.
- 6.5 Repair or replacement of banners due to wear and tear, wind, vandalism, theft, or any other cause will be at the advertiser's expense.
- 6.6 No refunds shall be given for permits.
- 6.7 The Town may remove any sign that is in poor condition as it determines. The advertiser will be responsible for the replacement of the banner if they choose to have it replaced.
- 6.8 Any replacement banner that differs in any way from the originally approved banner requires Town approval but does not require issuance of a new permit.
- 6.9 All banners will be removed at the end of the Park Calendar Year. Advertisers will be notified they have 30 days to pick up their banner from Town Hall. Unclaimed banners will be discarded.
- 6.10 Although banners can be reused each year if deemed by the Park Department to be in good shape, the permit fee must be paid each year.
- 6.11 Reasonable efforts will be made to accommodate the requests of advertisers to place their banners on the field of their choice, but final placement decision is made by the Park Department.

7. Advertising Disclaimer

Advertising displayed within Town baseball fields is not sponsored by the Town of Ottawa and does not represent the views or beliefs of the Town.

8. Town Reservation of Rights

The Town of Ottawa reserves the right to amend this policy if it is deemed necessary, at any time, without notice. The standards of this policy may change to allow or further limit advertising previously allowed or limited. Any changes would apply to all present and future advertising within this nonpublic forum.

9. Priority

Applications to purchase advertising are considered on a first-come, first-served basis. Applications for the Park Calendar Year may be submitted beginning October 15 of the preceding year and continuing thereafter until no additional advertising space is available, as determined by the Park Superintendent.

10. Violations

Any advertising found by the Town Board to be in violation of this policy will not be permitted. Advertising already posted that is found to violate this policy will be removed immediately by the Town of Ottawa.