

King Street Sign

Policy Number: **OP-19**

Initial Policy Approval Date: **May 2008**

Last Review/Revision Date: **Sept. 2021, July 2023**

Year of Next Review: **2027**

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1. The Port Colborne Public Library generates revenue through the rental of its illuminated King Street sign.
 2. The rental rate shall be reviewed as necessary, with changes effective immediately.
 3. The rental rate shall be two-tiered for profit and for not-for-profit users to promote community and City events (See Appendix A).
 4. The sign will not be used for solely commercial use.
 5. Rental dates will be reserved on a first-come, first-served basis, except in the case of standing reservations for Library and City events. Reservations may be made up to one year in advance.
 6. Priority will be given to Port Colborne agencies and groups serving the residents of Port Colborne.
 7. Messages will be changed each Monday evening.
 8. Messages posted on the sign do not necessarily reflect the views and opinions of the Port Colborne Public Library Board. Nor does the presence of a message on the sign imply the Board's approval or endorsement of its content.
 9. The Library will not post any message that, in the opinion of the CEO or designate, may reasonably be construed as offensive. The CEO or designate reserve the right to approve or deny any message thereto.

Appendix A: Sign Rental Fees

\$40.00 + HST per side per week	Profit	Small businesses or groups promoting events in Port Colborne or at the Library
\$25.00 + HST per side per week	Not-for-Profit	Community groups and organizations
No charge		City of Port Colborne Departments