



## Electronic Sign Guidelines

1. Messages or displays are to provide notice of a local event that provides a significant benefit to the Ludington community, including but not limited to an economic benefit to the community as a result of holding the event.
2. It is not the intent of the City to create a forum for displays that are primarily for the purpose of advocating particular political, religious or other points of view, candidate for office, or advertising a product or service are not permitted. The sponsor of an event may be identified in the message or display to assist in identifying the event.
3. No message or display shall be allowed that in the opinion of the City Council contains any offensive material.
4. No message or display shall be allowed that would be objected to by the Michigan Department of Transportation.
5. Any message or display that does not specifically pertain to a local event will be reviewed by the City Manager. The City Manager has the discretion to approve, deny or refer the request to City Council. If it is determined by the City Council not to be in the best interest of the City, or that the Council believes would jeopardize the ability of the City to allow messages or displays in the future, the request may be denied.
6. The fee to display a message on the City's electronic digital sign will be \$50.00 and the message will be displayed for 7 days. Non-profits and merchants in the DDA area will be assessed \$25.00. Messages are posted on a first come first serve basis. IF the Non-Profit is not charging for the public to attend the event, the \$25 fee can be waived.
7. The City will only display messages or announcements for events taking place within the City of Ludington.
8. Businesses located in the downtown area, or DDA by request of the Downtown Ludington Board will be allowed one sign announcement per year. All other guidelines still apply. Announcements are non-transferable or negotiable and must apply directly to the business applying for an announcement.
9. Non-fee based events or public service events that do not derive a monetary profit for any organization or group, will be posted on the sign at the discretion of the City Manager.