

**INDUSTRIAL DEVELOPMENT AUTHORITY
OF AMELIA COUNTY, VIRGINIA**

**Policy for Use of Sign at
Amelia County Industrial Park
Adopted August 12, 2014**

The following policy will apply to use of the sign structure that identifies the Amelia County Industrial Park:

1. **Stationary Placards:** The Industrial Development Authority (IDA) will, at its expense, install the names of businesses located and operating in the Industrial Park, on stationary placards attached to the structure. The IDA will confirm the names to be displayed with the businesses before installing them. The business located on the property where the sign structure is situated (currently Country Living Homes) will also be identified on a stationary placard, as part of the compensation for the IDA's use of the sign location.

2. **Electronic Message Board:** The electronic (LED) message board on the Industrial Park sign will be used only for (1) messages promoting Amelia County and/or the Industrial Park as a favorable location for new businesses, (2) official notice of meetings or activities of the IDA or the Amelia County government or (3) paid commercial advertisements for businesses operating in Amelia County, which shall be accepted for posting at the rates shown in Section 3 below.

It is not the intent of the IDA to make the LED message board a traditional or limited public forum for free expression. Accordingly, no political or religious messages, commentary or advocacy on public issues, messages that may be interpreted as critical of particular individuals groups, beliefs or practices, or any other non-commercial messages will be accepted for posting on the IDA sign structure or message board. No commercial message shall be accepted for posting that is obscene, vulgar, fraudulent, discriminatory or that arguably constitutes "hate speech.

The IDA hereby delegates to the Amelia County Administrator the final authority for approving or denying requests for posting messages pursuant to this policy.

3. **Rate Schedule.**

The following rates shall apply to the display of commercial messages on the electronic message board as provided in Section 2 of this policy:

- Initial set up fee \$50 for any new advertisements
 - \$25 per week or \$75 per month (30 days) after initial set up cost
 - Additional \$25 per week for special graphics (done by graphics company, not inhouse)

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Amelia County Industrial Park

Electronic Message Board Guidelines:

- Messages must be in accordance with the INDUSTRIAL DEVELOPMENT AUTHORITY OF AMELIA COUNTY'S [Policy for Use of Sign at Amelia County Industrial Park Adopted August 12, 2014](#)
- The first 90 Days after installation have been designated as the "Trial Period," during this time, messages and/or advertisements are reserved for existing Industrial Park tenants, Amelia County Government, IDA and/or Commercial Development.
- After the "Trial Period," businesses that wish to use the message board will be charged a service fee. This fee will be determined during the 90 day trial period.
- Special graphic designing will be available for an additional charge
- The message board is available for
 - Messages promoting Amelia County Government and/or the Industrial Park
 - Official notice of County Government meetings or activities of the IDA or Amelia County Government
 - Paid commercial advertisements for businesses in the County
- The message board is not to be used for political or religious messages
- Messages must be business related, no personal messages (ie. Happy Birthday, Happy Anniversary, etc.) and no residential real estate messages. Real estate companies can advertise their business or a specific commercial property, but not residential property at a specific location.
- Emergency messages take precedence.
- There is no guarantee to the number of views per day, views per day would be dependent on the number of distinct messages displayed for any given day.
- You may have one to four frames. Each frame is one to three lines long, with no more than 20 characters per line. You do **not** have to use all the frames, or every line, or every space. Include as little or as much information as you like. However, be aware that the more information you put the harder it will be to read.
- Do not use blank spaces to center your information; all text will be centered automatically.
- Signed message request must be submitted on the approved [request form](#)
- Request form must be completed in its entirety, you may use more than one form for message content if needed
- This request form must be completed at least two weeks prior to your scheduled announcement/advertisement.
- The County Administrator shall approve or deny any and all requests
- Your message will display for a minimum of 7 days.
- Requests are accepted on a first-come, first-served basis.
- All payments shall be made to the Amelia County Treasurer's office.
- The County reserves the right to edit, reword, or condense the message.
- The County reserves the right to refuse to post any message
- Messages that are deemed inappropriate or offensive will be rejected.



Amelia County Industrial Authority Entrance Sign Advertisement Request

BEFORE filling out this application please refer to the [Guidelines for use of Electronic Message Board](#). This request is for one to four frames. Each frame is one to three lines long, with no more than 20 characters per line. You do **not** have to use all the frames, or every line, or every space. All requests must be approved by the County Administrator.

Contact Person:	Telephone:	Email:
Company Name:	Billing address:	
Requested Start Date:		
Requested End Date:	Signature:	Date:

Message Requested: (attach additional forms as needed for additional content)
 Frame # _____

Any special logo's or graphics should be sent along with this application to Stacy Stang at stacy.stang@ameliacova.com. A copy of the message will be returned to the requester for approval via email before going live.

Office Use Only:	
County Administrators Approval: _____	Date _____
Amount to be billed : _____	
Billing: _____	Date _____