



<b>Policy No.: G-20-2023</b>	<b>Section: General</b>	<b>Page #1 of 2</b>
------------------------------	-------------------------	---------------------

<b>Title:</b>	<b>Town Digital Signs</b>
---------------	---------------------------

<b>Legislation Reference:</b>	<b>MGA</b>
-------------------------------	------------

**Purpose:** To establish guidelines for the use of the two Town’s Digital Entrance Signs to promote community events and provide Town notifications to residents.

- General:**
1. The North sign is located on the Town property of 910 West Railway Drive at the entrance of Highway 28 and West Railway Drive by the Smoky Lake George McDougall Hospital.
  2. The South sign is located on the Town property of 2602-50 Street on the northwest side of the road at the intersection of Highway 855 and Twp Road 592.
  3. The intent of the Town’s Digital Entrance Signs is to advertise community events that are hosted locally and provide residents with Town notifications. The Signs are not meant for corporate advertising.
  4. Administration will administer the messages on the signs.
  5. The signs will be updated weekly and bi-weekly if event dates require so.
  6. The events/messages submitted by organizations/clubs for the sign will be reviewed and approved by Administration before being posted on the Town signs.
  7. Town events /notifications will take priority over other community events or posts.
  8. Messages with the following content will not be posted:
    - Political Views,
    - Religious Views,
    - Profanity,
    - Sexual Content,
    - Slanderous Messages.

**Procedure:** If any local club/organization would like to have an event posted on the Digital Entrance Signs the following steps are required:

1. Submit all information to the email [accountingclerk@smokylake.ca](mailto:accountingclerk@smokylake.ca) or drop off the information to the Town Office located at 56 Wheatland Avenue. (Due to limited space on the sign, each event will only be allowed two lines on the sign)
2. Submission of an event must be received by Administration two weeks prior to the event date in order to be posted on the sign.
3. Due to other local events or notifications, an event might only be on the sign for a limited time period. (Town notifications take priority on the sign)
4. Once a submission is received, Administration will review and approve if the submission will be posted on the Digital Entrance Signs.
5. If the request is submitted by email, Administration will respond by email confirming that the request was received and whether the request can be posted on the Town's Digital Entrance Signs.

	DATE	RESOLUTION NUMBER
Approved	June 24, 2023	397-2023
Amended		
Amended		

Original Signed

\_\_\_\_\_  
**Amy Cherniwchan**  
Mayor

Original Signed

\_\_\_\_\_  
**Dawn Phillips**  
Chief Administrative Officer