

**City of Ripon**  
**Policy for Park and Recreation Temporary Advertising**  
**Adopted by Council on October 14, 2014**

1. Advertising within the parameters and constraints of this policy is allowed by the City of Ripon. The term advertising means any public notice, announcement, printed material, picture or signage designed to promote an activity, product or business.
2. Advertising in parks shall be in keeping with the contemporary standards of good taste and shall seek to model and promote positive values. The lease of advertising space would be limited to purveyors of goods and services. The City Council shall be the final authority, if necessary, in determining whether or not an advertisement contains the prohibitions in Paragraph 3 (below). The Park and Recreation Committee will administer the requests as well as direct any appeals to the Council.
3. Advertising prohibitions include, but are not limited to, the following:
  - a. Promoting hostility, disorder, violence or attacks on any person or group of persons;
  - b. Promoting discrimination including, but not limited to, demeaning, harassing, or ridiculing any person or group based on race, color, national origin, religion, sex, age, disability, ancestry, creed, or sexual orientation;
  - c. Libelous statements or information;
  - d. Promoting, favoring or opposing the candidacy of any candidate for election or public question;
  - e. Being obscene or pornographic as defined by prevailing community standards;
  - f. Promoting the use of alcohol, tobacco or firearms or weapons of any kind;
  - g. Contains any of the following words or phrases, either in plural or singular form:
    - i. Any name or synonym for an alcoholic beverage or a type of beverage containing alcohol.
    - ii. Any name or synonym for a smokable or chewable tobacco product or a type of product that contains tobacco
    - iii. Any name or synonym for a firearm or weapon.
    - iv. Any name or synonym for a bar or tavern.
  - h. Any graphical image or logo that depicts or suggests prohibited advertising listed in this section.
4. The Lessee requesting advertising space shall be responsible for furnishing the advertising/graphics. Size shall not exceed 3' x 6' in dimension and must be of a windscreen material approved by the Park and Recreation Committee.
5. The Lessee is responsible for determining the cost of the advertising items. Proceeds generated from advertising shall be placed in the appropriate City Park and Recreation revenue fund. 90% of the proceeds shall be designated for the park project requested by the Lessee and approved by the Park and Recreation Committee. The remaining 10% of the proceeds shall be designated for future park upgrade projects to be determined by the Committee. The full lease payment must be paid upon submission of the Application form.
6. The Lessee shall commit to a two-year advertising term. Advertising items shall be installed no earlier than 2 weeks prior to the event/season, and shall be removed no later than 2 weeks after the event/season. Lessee is responsible for the installation, takedown, and storage of the advertising items.
7. The Lessee shall keep the advertisement items in good repair. The City reserves the right to remove any advertising items that are in poor condition as it determines. Repairs or replacement of the item due to damage caused by wear and tear, weather, vandalism, theft or damage caused by any other reason will be at the Lessee's sole expense.
8. Advertising shall be permitted on ball field fences only. The City shall have the sole right to determine where the advertisement shall be placed. Alternate advertising locations may be requested, but would require consideration and approval by the Park & Recreation Committee. The graphics and message must be approved by the Park and Recreation Committee before it is displayed.