

# City of Grand Forks, ND & City of East Grand Forks, MN

## Policy for Greenway Advertising

Approved by Greenway Technical Committee 6/16/15

1. Advertising within the parameters and constraints of this policy is allowed by the City of Grand Forks, ND & City of East Grand Forks, MN. The term advertising means any public notice, announcement, printed material, picture, or signage designed to promote an activity, product, or business.
2. This policy allows the managing agencies of the Greenway to enter an agreement for the placement of advertising in the Greenway. Advertising is limited to outdoor athletic fields and the dog park in Lincoln Drive Park.
3. Advertising in the Greenway shall be in keeping with contemporary standards of good taste and shall seek to model and promote positive values. The sale of advertising space would be limited to purveyors of goods and services. The City Council(s) shall be the final authority, if necessary, in determining whether or not an advertisement contains the prohibitions in Paragraph 3 (below). The Staff, through the Greenway Technical Committee, will administer the requests as well as direct any appeals to the City Council(s).
4. 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 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 liquor establishment
  - h. Any graphical image or logo that depicts or suggests prohibited advertising listed in this section.
5. Opportunities for advertising/marketing activities include but are not limited to:
  - a. Fixed signage
  - b. T-shirts
  - c. Advertisement on web pages/newsletters/social media
6. Proceeds generated from advertising will be placed in the appropriate revenue fund unless another approved agreement has been made between the appropriate City and the advertiser.