



PORT OF KINGSTON

Promoting economic vitality.
Enriching community life.

Effective Date:

Title:

January 1, 2019

Community Welcome Sign

Date Approved:

Approved By:

January 14, 2019

Executive Director Englin

Policy: The Port of Kingston owns and operates the electronic Community Welcome Sign located at the NE corner of Lindvog Rd NE and State Highway 104 in Kingston, WA, and provides messaging for community initiatives, activities, public safety, special events and information. This policy shall regulate all electronic messages. All messages to be displayed shall require the authorization of the Executive Director or his/her designee(s).

Purpose: To establish a procedure for effective and timely electronic community messages on the Community Welcome Sign to convey community interest messages, public interest announcements, promote activities, inform the public and enhance Kingston's sense of community.

Scope: These procedures apply to both Port of Kingston staff and the public.

Procedure:

1.0 Application.

- 1.1** One-time message requests must be submitted in writing and payment of user fees must accompany all Community Welcome Sign Applications. Applications submitted without payment will not be processed. All applications must be approved before a place in the Community Welcome Sign rotation can be reserved. Applications are available on the Port's website at www.portofkingston.org, or at the Port's Administrative Office located at 25864 Washington Blvd. NE, Kingston, WA 98346.



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- 1.2** Completed applications may be submitted to the Port by mail at PO Box 559, Kingston, WA 98346, in person at the address given above or via email to communitywelcomesign@portofkingston.org.
- 1.3** Payment can be made with cash or check, in person or included with the application through mail. Credit cards are accepted in person or by phone. If there is any question of whether your message or organization will qualify, please contact us first for pre-approval before making or sending payment.
- 1.4** Application forms may be submitted up to twelve (12) months in advance, but not less than one (1) week in advance of the desired publication date. Applications submitted less than one (1) week prior to the desired publication date may be considered on a first-come-first-serve space-available basis and shall be subject to pre-emption.
- 1.5** *Background Artwork:* Per County code, no flashing messages or animations are permitted. Organizations wanting specific artwork as a background to their messages, must provide it as a *jpeg*. Only very simple images show up well on the screen. The Port reserves the right to substitute the background if it deems the one supplied unsuitable.

2.0 Eligibility.

- 2.1** Use of the Community Welcome Sign is limited to nonprofit organizations, Kingston school booster clubs, community events that are open to the public, are being held in the Greater Kingston area and directly benefit a nonprofit organization, public meeting announcements, and emergency messages displayed in the interest of public health and safety. The Greater Kingston area is defined as Kingston, Indianola, Hansville, Little Boston, and Port Gamble.
- 2.2** Use of the Community Welcome Sign for the promotion of religious or partisan political messages, including religious or partisan political event announcements, is prohibited. Community events sponsored by religious entities may be allowed, provided the event does not include religious instruction or counseling, religious workshops or services, or religious proselytizing.
- 2.3** Use of the Community Welcome Sign for the promotion of commercial enterprise for-profit activities, for-profit businesses, or other commercial entities, is prohibited.



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3.0 Scheduling.

- 3.1** Electronic message run time is generally limited to two (2) consecutive weeks, per electronic message, however, additional weeks may be approved by the Port on a case-by case basis.
- 3.2** The preferred number of electronic message screens is 15 per minute, with each screen set to hold for 4 seconds, assuring that each screen runs 60 times an hour. However, this number may increase or decrease as the Port deems necessary. Although one screen per message is preferred, the Port understands a more complicated message may require multiple screens. These will be approved on a case-by-case basis. The Port reserves the right to edit the message as it deems necessary. Below is an example of a standard message.

**KHS PAWS & PINTS
6-9 PM FEB 2
XYZ BREWERY**

4.0 Payment & User Fees.

- 4.1** *Local weekly fee:* \$25 per message.
- 4.2** *Annual fee:* Annual sponsors pay a one-time fee that allows them to have a total of up to 60 messages during a calendar year. For example, a service club might advertise its weekly meeting and up to 10 additional events.

The annual fee is \$300 for eligible organizations located within the Greater Kingston Area. Organizations outside the Greater Kingston area are not eligible to be annual sponsors.

The annual fee is *per calendar year, and is not pro-rated*, therefore the organization will have to decide if it is beneficial for them to become an annual sponsor in the months preceding January.

The Port of Kingston may amend this policy at any time.