

CITY OF WHITEWATER POLICY		TITLE: DIGITAL COMMUNITY SIGN POLICY
POLICY SOURCE: Parks and Recreation Department	Parks and Recreation Board Approval Date: June 24, 2026	

I. Purpose

The City of Whitewater Digital Community Sign exists to provide information regarding community events, activities, public notices, and programs that promote the educational, cultural, recreational, civic, and general welfare interests of the Whitewater community.

The digital sign is intended for community information purposes and is not a commercial advertising platform. The sign is a limited public forum for use by the City of Whitewater in its sole discretion of certain categories of noncommercial, community-oriented speech. The City will not discriminate against otherwise-eligible messages based on viewpoint.

II. Administration

The City of Whitewater maintains exclusive operational control over the Digital Community Sign, including scheduling, formatting, approval, and removal of all displayed content.

All submitted messages are subject to City review and approval. Submission of a request does not guarantee placement on the sign.

City emergency notifications, public safety announcements, and governmental communications shall receive scheduling priority over all other messages.

III. Eligible Organizations

The following organizations may request placement on the sign:

- City of Whitewater Departments
- Discover Whitewater
- Whitewater Unified School District
- University of Wisconsin–Whitewater
- Government agencies
- Non-profit organizations, including organizations recognized under Section 501(c)(3) of the Internal Revenue Code
- Civic, community service, youth, and community-based organizations

The City reserves the right to determine eligibility for any organization not specifically listed above.

IV. Eligible Content

Messages displayed on the sign must:

- Be informative and community-oriented in nature
- Promote activities, events, programs, or services that benefit the Whitewater community
- Be of general community interest or concern
- Be sponsored by an eligible organization
- Be non-commercial in nature
- Include the sponsoring organization's name and applicable event date(s)

Examples of eligible content include:

- Community events and festivals
- Recreation programs
- Educational opportunities
- Public meetings
- Volunteer opportunities
- Public safety information
- Non-profit fundraisers
- School and university events open to the public
- Civic or community service activities

V. Prohibited Content

The following content shall not be displayed on the Digital Community Sign:

- Political campaign advertisements or political advocacy messages
- Commercial advertising or business promotions
- Messages promoting the sale of products or services
- Sponsorship advertisements
- Alcohol, tobacco, nicotine, cannabis, vaping, or controlled substance promotions
- Profane, obscene, discriminatory, defamatory, or harassing content

- Hate speech or inflammatory language
- Religious proselytizing
- Personal announcements or private events
- False, misleading, or deceptive information
- Content that violates local, state, or federal law
- Content determined by the City to be inconsistent with the intended public purpose of the sign

The City reserves sole discretion in determining whether submitted content is appropriate for display.

VI. Message Standards

All messages must:

- Use civil and respectful language
- Be accurate and factual
- Comply with all applicable laws and regulations
- Fit within the technical and formatting limitations of the sign

The City may edit submitted content for formatting, grammar, clarity, or display compatibility.

VII. Fees

The fee for placement on the Digital Community Sign shall be \$25.00 per posting.

The posting fee is intended solely to recover administrative staff time associated with reviewing, formatting, scheduling, and managing sign content.

Each approved posting shall be displayed for up to fourteen (14) days prior to the applicable event or activity.

All organizations shall pay the required fee except:

- Official City of Whitewater Departmental communications
- Discover Whitewater, pursuant to the Digital Sign Purchase Agreement
- Emergency or public safety notifications authorized by the city

No fee waivers shall be granted.

If a submitted message must be corrected, revised, rescheduled, or replaced at the request of the submitting organization after approval or scheduling, an additional \$15.00 modification fee shall apply for each requested change.

All Fees are non-refundable and due at the time the application is submitted for posting of a message.

VIII. Multiple Event Dates

Events occurring on multiple non-consecutive dates shall require a separate posting for each event date.

Each posting shall receive its own fourteen (14) day display period and applicable posting fee.

Examples include weekly events, recurring weekend events, or programs occurring over multiple separate dates.

IX. Submission Requirements

All requests must be submitted using the official City of Whitewater Digital Sign Request Form. All forms and information on the forms will be considered a public record and may be provided to third parties upon request. All messages shall include a copy of the proposed message in .png or mp4 format.

Completed forms, payment, and all required materials must be submitted at least seven (7) calendar days prior to the date requested for the first posting.

Incomplete or late submissions may be denied.

Messages approved for display will appear at a minimum frequency of one (1) time per hour during normal sign operation.

Normal sign operations will occur 24 hours per day, unless interrupted for emergency messages, maintenance, or mechanical failure.

The City does not guarantee placement, specific display times, or uninterrupted operation of the sign.

X. Denial or Removal of Content

The City reserves the right to deny, remove, suspend, or discontinue any message that:

- Violates this policy
- Contains inaccurate information
- Becomes outdated
- Conflicts with emergency messaging needs
- Creates operational or technical issues
- Is determined to be inconsistent with the intended public purpose of the sign

All decisions regarding content approval and scheduling may be appealed using the City's Administrative Appeal process under Whitewater Ordinance Sec. 2.43.010.

Posting of a Message under this policy does not indicate the City's approval or endorsement of the message. Instead, it signifies only that the City believes the Message met with the requirements of this Policy.

XI. Liability

The City of Whitewater assumes no liability for errors in submitted materials, omitted displays, scheduling conflicts, technical malfunctions, or missed promotional opportunities.

Submission of a request constitutes acceptance of this policy.

XII. Amendments

The City of Whitewater reserves the right to amend or revise this policy at any time.