

POLICY TITLE <i>REQUESTS TO USE "SASKATOON IS MAGIC" PANELS</i>	ADOPTED BY: <i>CITY COUNCIL</i>	EFFECTIVE DATE <i>DECEMBER 7, 1987</i>
ORIGIN/AUTHORITY <i>PLANNING & DEVELOPMENT COMMITTEE REPORT NO. 49-1987</i>	CITY FILE NO. <i>CK 6280-1</i>	PAGE NUMBER <i>1 of 3</i>

1. PURPOSE

- 1.1 To ensure that the "Saskatoon is Magic" panels incorporated as part of the signs located at highway entrances to the City of Saskatoon be utilized for the purposes intended by Council.
- 1.2 To ensure that a framework and authority exists to deal with decisions respecting the signs within the "Saskatoon is Magic" panels.

2. DEFINITIONS

- 2.1 Attraction - A major event or festival or a natural or manmade feature that attracts or entertains.
- 2.2 Signs - means the "Saskatoon is Magic" panel portion of City highway entrance signs.

3. POLICY

3.1 General Policy

- a) Signs will be used at all times so as to never be without a current message.
- b) All messages will be selected to provide information of interest to visitors to the City.
- c) Messages must be for events that are open to the public (i.e. non-restrictive).
- d) Messages must not reflect a political, social or religious viewpoint or bias.

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- e) Messages will appear for either 7 days or 14 days duration and cannot appear fewer or more days. Messages will appear for 14 days only when the event exceeds 7 days in length and if there are no other requests for that time.
- f) Placement of messages will be on a regularly scheduled day as chosen by the Administration.
- g) Application shall be made to the Engineering Department and referred by the Department to the Saskatoon Visitor and Convention Bureau for review and recommendation as to acceptability, priority and scheduling of messages.
- h) The Saskatoon Visitor and Convention Bureau will recommend to the Administration the Schedule for placement of messages for major events and festivals on a yearly basis, and for other events and attractions on a monthly basis (at least one month in advance).

3.2 Financial

- a) Recognizing that: 1) the vast majority of messages will originate from major events and activities sponsored by non-profit corporations, charitable organizations receiving municipal grants and donations-in-kind and; 2) that heavy administrative overhead would be incurred to those organizations and municipal departments affected, messages from the above stated groups would be installed by the municipal department and a nominal fee of \$35.00 be charged to partially defray the costs of installation and removal.
- b) In the case of "for-profit" attractions or events and others as approved by the Bureau, a charge of \$60.00 will be levied that is equivalent to the cost of installation and removal.

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3.3 Criteria

3.3.1 Applications for messages will be considered for installation in the following order of priority and subject to the spirit and intent of this policy:

- a) Firstly, from those sponsoring a major festival or event,
- b) Secondly, from those sponsored by a registered non-profit corporation, or registered charitable organization,
- c) Thirdly, from public organizations that have had a "week" approved by City Council and which would be of interest to visitors,
- d) Fourthly, from civic attractions and those organizations which have received a grant or donation-in-kind in support of visitor enhancement activities.
- e) Fifthly, from those sponsored by for-profit organizations and attractions,
- f) Sixthly, from others recommended by Saskatoon Visitor and Convention Bureau.

3.3.2 The message shall be subject to the review and approval of the Saskatoon Visitor and Convention Bureau as to content, clarity, grammar, and spelling.

The intent of the message will be studied as it relates to this policy.

4. RESPONSIBILITIES

4.1 City Council - any and all updates to this policy require prior approval of City Council.