

Town of Trophy Club	Policy Name: Digital Marquee Policy
Page: Page 1 of 9	Policy Number: N/A

Approved and Distributed:

All Internal and External Customers

Approved by: *Wade Carroll*

Wade Carroll, Interim Town Manager

Reviewed by / Date:

Legal / Town Manager 08/2019

Approved date:

08/26/2019

## DIGITAL MARQUEE POLICY

### Standard Operating Procedure and Usage Guidelines - Town of Trophy Club, Texas

#### I. Statement of Purpose

The Town of Trophy Club believes there are reasonable and desirable needs for public service notices from applicable entities serving residents and visitors of the Town of Trophy Club. The Town of Trophy Club wishes to provide visibility to those events and activities that not only enhance the resident and/or visitor experience but also play a role in implementing the Town's mission and strategic goals. This document is intended to guide decisions related to the placement of content within the digital marquee(s) and to enable Town and Town sponsored organizations to communicate notices regarding upcoming local events and civic information. Digital Marquee usage shall be limited to approve uses as defined within following sections of this Policy.



## II. Definitions

Digital Marquee: Two-sided informational device created to provide resident and visitor-related content to various locations within the Town of Trophy Club.

Tourism: Tourism is defined under Texas State law as bringing visitors from outside of the town into the town or its vicinity.

Hotel Occupancy Tax (HOT): Hotel Occupancy Tax is a tax imposed on the rental of a room or space in a hotel costing \$15 or more a day. HOT funds are legislatively restricted on uses that meet the tourism and meetings and conference industry.

Attorney General (AG) Expense Eligibility Test: Two-part test that every expenditure of hotel occupancy tax must meet to be valid as determined by the Attorney General. (Appendix A)

Special Event Agreements: Trophy Club Town Council-approved formal partnerships with non-profit organizations to enhance and provide services to the residents of Trophy Club.

501(c)(3) Organization: is a corporation, trust, unincorporated association, or other type of organization exempt from federal income tax under section 501(c)(3) of Title 26 of the United States Code. It is one of the 29 types of 501(c) nonprofit organizations in the US.

Charitable Organization: a non-profit organization whose primary objectives are philanthropy and social well-being

Special Event Review Committee (SERC): SERC is comprised of the Police, Community Development, Fire, Parks & Recreation, Finance, Streets and Communications & Marketing Departments within the Town of Trophy Club. The SERC group reviews and approves all Special Event Requests following application submittals to ensure appropriate resource coverage and accountability across all areas impacted by submitted event.

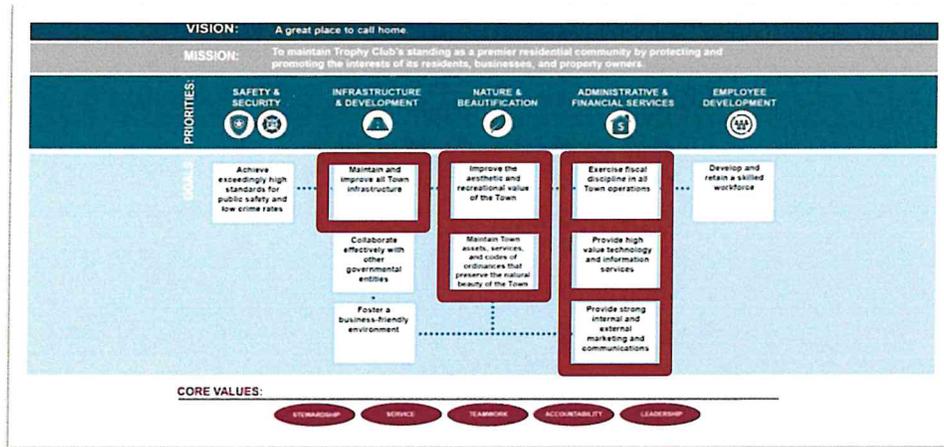
Town Staff: Staff involved in creating, approving and distributing content include, but not limited to, the Communication & Marketing Division, Information Services Division, and the Town Manager's Office.

Communication & Marketing: The department that is responsible for the content and policies related to the Digital Marquee(s).

Information Services: The department that is responsible for the construction, equipment and service related to the Digital Marquee(s).

**III. Strategic Link**

This item meets the Town’s strategic priorities in the area of administrative and financial services in which our goal is to provide high value technology and information services as well as to provide strong internal and external marketing and communications.



**IV. General Description**

The Digital Marquees are two sided and are displayed in a steel casing. The screens are 10MM Video displays with low profile, front ventilation that measures 6’ wide x 4’ tall. The Digital Marquees are located at Trophy Lake Drive, Trophy Club Drive and Trophy Wood Drive.



**V. Entity Applicability**

This *Digital Marquee Policy - Standard Operating Procedure (SOP) and Usage Guidelines* document applies to all entities and organizations in partnership and/or sponsorship with the Town who plan to request usage of the digital marquees located throughout Trophy Club. Applicable parties include the following:

- A. All Town of Trophy Club departments
- B. Denton and Tarrant Counties
- C. Northwest Independent School District and related subgroups
- D. Trophy Club Municipal District No. 1
- E. 501(c)(3) Status Non-profit Organizations
- F. Charitable Organizations
- G. Organizations with an SERC approved Special Event Application/Agreement (Appendix D)

## **VI. Financial Accountability**

The Digital Marquees were approved in 2005 with final construction completion in 2006 using General Fund dollars. The Digital Marquees and their subsequent refurbishments and maintenance moving forward will be paid for through the Special Revenue Fund, Hotel Occupancy Tax. Therefore any and all content deemed eligible for display, must be requested by an eligible entity as defined in this policy and must adhere to and be in direct support of the public interest of the Trophy Club residents as well as tourism and the hotel and convention industry as stated by Criteria #1 within the Attorney General Expense Eligibility Test for HOT uses.

## **VII. Content Guidelines**

All content will be produced by Staff with the purpose of publicizing public events and activities that have a direct correlation to residents, tourism, visitors, school or the Trophy Club Municipal District No. 1. Only content relevant to residents and/or visitors on a broad scale, with no associated monetary gain, will be approved. Additional guidelines of content include, but are not limited to those defined in Appendix B.

### **A. Prohibited Content.**

Commercial advertising, political campaigning, religious programming, alcohol / vice related content, and any material deemed offensive or inappropriate by the town.

### **B. Public Service Announcements.**

Public service announcements for Town of Trophy Club departments and organizations that have a staff approved Special Event Agreement or are in partnership/ sponsorship with the Town are permitted with a "Marquee Request Information Form" (Appendix C) for content placement.

C. Those submissions meeting the content guidelines and quality control standards set forth by Communications & Marketing staff will be published at the discretion of the Communications & Marketing Division.

## **VIII. Facilitation Content Placement and Approval Process**

### **A. Approval Process.**

Following the submission of the completed Digital Marquee Usage Request Form and required artwork/wording sample, the Communications & Marketing Division will review and meet with the Administrative Services Director for placement decisions.

i. Approved Digital Marquee Usage Request Form will be officially accepted once signed by the required staff and the applicant is notified. The submitted graphics and information will then be placed on the Digital Marquee editorial calendar for display.

ii. If the submission is found by the Communications & Marketing Division & Administrative Services Director to not meet the content guidelines and quality control guidelines set forth by this document the request will be denied and the applicant will be notified.

All requests are subject to approval based on content and availability at the discretion of the Town of Trophy Club.

## **IX. Timeline**

Generally, information will be produced and published by the Communications & Marketing Division based on a working editorial calendar and is subject to availability message on the Digital Marquee(s).

Every effort will be made to ensure accuracy of information, but the Town is not responsible for errors of fact or omission as staff will rely on applicants to provide accurate and true information.

## Appendix A - Attorney General (AG) Expense Eligibility Test State Law:

By law of the State of Texas, the Town of Trophy Club collects a Hotel Occupancy Tax (HOT) from hotels, motels and Bed and Breakfasts. Under state law, the revenue for the HOT may be used only to directly promote tourism and the convention and hotel industry.

Chapter 351 of the Tax Code states that the use of HOT funds is limited to:

**Criteria One** – Every expenditure must directly enhance and promote tourism and the convention and hotel industry in Trophy Club.

**Criteria Two** – Every expenditure must clearly fit into one of the six statutorily provided categories for expenditures of local HOT revenues.

- i. Funding the establishment, improvement, or maintenance of a convention center or visitor information center.
- ii. Paying the administrative costs for facilitating convention registration.
- iii. Paying for advertising, solicitations, and promotions that attract tourists and convention delegates to the city or its vicinity.
- iv. Expenditures that promote the arts.
- v. Funding historical restoration or preservation programs.
- vi. Funding certain expenses, including promotional expenses, directly related to a sporting event within counties with a population of under 1 million.
- vii. Funding the enhancement or upgrading of existing sports facilities or sports fields for certain municipalities.
- viii. Funding transportation systems for tourists
- ix. Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.

## Appendix B - Additional Guidelines of Content for Digital Marquees

All information submitted for consideration is subject to approval and must adhere to the following guidelines:

- i. If the schedule for the Digital Marquee is heavy, a request may not be posted at all
- ii. Information must be submitted four business days prior to your posting request date
- iii. Limited to 4 lines with 11 characters (including spaces) on each line maximum
- iv. Postings run for five business days unless otherwise approved
- v. A request must be submitted for each media posting
- vi. Requests are dated when received and posted on the marquees on a first-come-first-serve basis
- vii. The Town cannot guarantee the information will be posted on the date requested
- viii. Town information is the first priority

## Appendix C – Digital Marquee Online Request Form

Online Services

[Home](#) > [Form Center](#)

 **Thank You for your submittal!**

**Search Forms:**

Select a Category ▾

By [signing in or creating an account](#), some fields will auto-populate with your information and your submitted forms will be saved and accessible to you.

**Marquee Information** [Sign In to Save Progress](#)



**Name\***  **Subject**

**Dates for Posting\***  —  **Phone Number**

**Email Address\***

**Information to be Posted\***

Limited to a maximum of 4 lines with 11 characters (including spaces) per line.

Receive an email copy of this form.

**Email address**

This field is not part of the form submission.

\* indicates a required field

*\*Full form available at [www.trophyclub.org](http://www.trophyclub.org)*

## Appendix D – Special Event Request Form

Online Services

[Home](#) > [Form Center](#)

 **Thank You for your submittal!**

**Search Forms:**

Select a Category ▾ 

By [signing in](#) or [creating an account](#), some fields will auto-populate with your information and your submitted forms will be saved and accessible to you

**Special Event Form** [Sign In to Save Progress](#)



**TROPHY CLUB**  
POLICE DEPARTMENT

Anyone requesting to host an event on public property needs to submit an application. Public events include road races, block parties, festivals, and parades. They can have entertainment, games, and food and beverages. To hold a public event, you may need to get permitted through several departments in the Town. Give yourself plenty of time to apply. You must apply at least 30 days before a big event, or two weeks before a smaller one. Anyone approved to hold a public event must follow the Town's rules and regulations.

**SUMMARY OF EVENT**

**DESCRIPTION**

Event Title\*

Description\*

Admission\*

Event Category/Type \*

*\*Full form available at [www.trophyclub.org](http://www.trophyclub.org)*