



## POLICY

### **“The Listing of Special Events on Town of Minto Mobile Signs”**

The purpose of this policy is to give direction to the Tourism, Heritage, Arts, & Culture Committee (THACC) when individuals, groups, or businesses in the Town of Minto request to have an event posted on one of the mobile signs that the Town of Minto has rented from Minto Mobile Signs for the purpose of listing special events that are taking place throughout the Town of Minto. The policy will also assist applicants by providing all the details necessary to complete the event request application.

The following is a list of rules and criteria to be considered for an event listing:

1. All groups must submit their event listing request application to the THAC Committee by the first Monday of the month prior to the month that they would like the event listed.
  - a. E.g. If an organization would like their event listed in the month of May the THAC Committee must have the application by April 3<sup>rd</sup>.
2. A one week sign listing will commence on Monday and will terminate on Monday.
3. The minimum amount of time that an event can be listed is one week and the maximum amount of time that an event can be listed is two weeks.
4. The fee to have an event listed is \$20.00 per week, per sign.
5. The application form must be completed in full and accompanied by a cheque for the full amount of the event listing.
6. It is anticipated that at times we may have more event listing requests than we have signs, therefore when this situation occurs the THAC Committee will select events based on the following criteria:

- a. Those events that are deemed to be economic generators for the Town of Minto (defined by bringing a large amount of people into the community) will be given first priority.
- b. Organizations that utilize Town of Minto facilities to hold their events will be given second priority.
- c. Service Clubs, organizations and sports teams within Minto that host events but do not utilize Town of Minto facilities will be given third priority.
- d. Private Commercial events held in Town of Minto facilities will be given fourth priority.
- e. Private Commercial events that are not held in Town of Minto facilities will be given fifth priority.