



Mauston Parks Outdoor Advertising Policy

Purpose - Provide standard procedures pertaining to advertising, which customers can display at Veterans Memorial Park softball fields or the dog park at Oak Ridge Park.

Policy - It is the policy of the City of Mauston to allow advertising at Veterans Park softball fields and the dog park at Oak Ridge Park, and to require fees for such advertising.

Procedure - Organizations and businesses interested in advertising shall enter into a contractual agreement with the City of Mauston Parks Department and agreeing to the following guidelines:

1. Signage will be made of weather resistant material.
2. Signage will be printed on one side only.
3. Signage will be securely mounted.
4. Mauston Parks Department will have approval of all advertising. The application process will be as follows:
 - a. A completed Advertising Application will be submitted to Mauston Public Works prior to the period which the organization wishes to advertise. Applicants will be notified of application status.
 - b. Application must include their logo and a 5-6 word message.
 - c. Once the Application is approved and signed, the organization will make full payment.
5. Signage shall not contain material that:
 - a. Advertises alcohol, tobacco, or gaming products.
 - b. Is vulgar, indecent or obscene.
 - c. Contains libelous statements, personal attacks or language defaming a person's character, race, religion, ethnic origin, gender, family status or disability.
 - d. Encourages the commission of unlawful acts or the violation school regulations.
 - e. Promotes or opposes controversial issues or matters.
 - f. Encourages actions that endanger the health and safety of participants.
 - g. Promotes or opposes any political, religious, philosophical, or ideological message.
 - h. Contains grammatical or typographical errors.
 - i. Competes or is in direct conflict with City-sponsored programs or activities.
6. Signage will only be permitted through the designated period agreed to on the application and contract.
7. The Mauston Parks Department will determine exact placement and location on fencing, and signage will be placed so as not to interfere with field maintenance and repair.
8. The business/organization recognizes the said sites are used by multiple entities.
9. All signage will meet City of Mauston ordinance Section 114-258 General signage regulations.

Advertising signage agreement with ID Signs of Reedsburg, Mauston Parks, and business/organization:

- 4'x8' ½" MDO treated wood, oil base paint, font only, 6" letters for best visibility
- Logo with 5-6 words
- Lasts 3-5+ years, includes washing and paint touch ups every 3 years
- Parks Department picks up signage and displays on fence as softball fields or dog park

Contract agreement between Mauston Parks and Business/Organization:

- Initial cost is \$500 for sign and a 2 year contract
- Each additional year (after first 2) is \$125 with option to contract out a requested number of years
- Mauston Parks Department will transport and install signs

