

Development Department
3900 Main Street, 5th Floor
Riverside, CA 92522
951-826-5608 (Phone)
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OPERATING MANAGEMENT PLAN FOR MARKETPLACE SIGN

This Management Plan is developed and effective as of April 1, 2006 for the Riverside Marketplace sign. The sign is located adjacent to the 91 Freeway, north of Mission Inn Avenue.

The primary purpose of the sign is to promote both the Downtown and Marketplace in Riverside.

There are two distinct components to the current sign: the electronic display and the tri-vision panels. The electronic display is a changeable message board constructed of a gray-scale LED array. This portion of the sign is double-sided, but only permits the display of one message on both sides. Below the electronic message board are two tri-vision panels, which are rotating devices that each allow for three fixed graphics (signs) to be displayed on a rotating basis. The tri-vision devices are independent as to the two sides of the sign; thereby, allowing for a grand total of 12 images to be installed.

Management Responsibility

- A. Development Department is responsible for the day-to-day operations and maintenance of the Marketplace sign.
- B. Development Department will create and implement approved policies and procedures for use of the sign.
- C. Development Department will handle all approvals of marketing and messaging efforts relating to the sign.

Procedures for Messaging of Electronic Display

The Marketplace sign's electronic message board was envisioned to primarily serve as a "public-benefit" to promote the Downtown and other City development or strategic objectives. Both message display length and sequencing of content will be determined by the Development Department.

The following shall be used as a reference tool for acceptable messages:

- A. Promote community activities, attractions, events and programs in the City, specifically Downtown and Marketplace;
- B. Promote City sponsored events, specifically Downtown and Marketplace; and
- C. Promote arts and culture in the downtown

The following shall be used as a reference tool for unacceptable messages:

- A. Political
- B. Religious
- C. Business promotions/advertisements
- D. Advertisements of private entities
- E. Personal information

Messages will not be posted on the electronic sign earlier than two weeks before event date.

The length of time the requested message will be displayed will not exceed thirty days.

Procedures for Message Approval

Any department or organization requesting a message on the electronic sign will need to complete a Message Request form, which will be available on both the City's intranet and website.

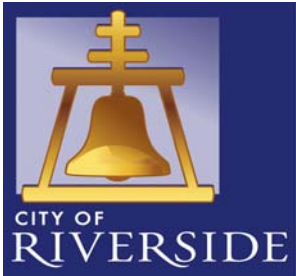
All requests must be received at least two weeks prior to requested message date.

All message requests will be subject to approval by the Development Department. The Development Department reserves the right to refuse any request that does not meet the acceptable message criteria.

Procedures for Marketing Tri-Vision Component

The sign will provide businesses an opportunity to purchase advertising space. The tri-vision panels will allow up to 12 different advertising messages.

- A. Each panel will be on a 2-minute rotation schedule.
- B. Cost per month for one-side of a panel is \$300 and the cost per month for two-sides of a panel is \$450.
- C. Each advertiser will be required to pay the cost for the fabrication and installation of the 4' x 9' panel. The sign company will handle fabrication and installation of the sign.
- D. Each advertiser will be required to enter into an agreement with the City. Agreements will be for at least one year with first right of refusal for future years.
- E. Advertising message(s) will be subject to approval by the Development Department.



**CITY OF RIVERSIDE
DEVELOPMENT DEPARTMENT**

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Riverside, CA 92522
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**MARKETPLACE READER BOARD
USER REQUEST FORM**

The MarketPlace Reader Board on Vine Street and Mission Inn Avenue is intended primarily for the displaying of messages regarding community and City sponsored events, attractions, activities, and programs, specifically Downtown and Marketplace. Your message may need to be edited or abbreviated to meet reader board formatting requirements or City standards. Message requests must be received at least two weeks prior to requested message date. Messages will not be displayed earlier than two weeks before event date. Availability is on a first-come, first-served basis. The City reserves the right to edit, refuse, or delete messages.

**DEPARTMENT/
ORGANIZATION NAME:** _____

ADDRESS: _____

CONTACT PERSON: _____

PHONE NUMBER: _____

FAX NUMBER: _____

E-MAIL ADDRESS: _____

SIGNATURE: _____

DATE: _____

By signing this request form, the user hereby releases the City of Riverside and the Development Department from any and all liability which may be associated with the display of information on the electronic reader board, including, but not limited to, any failure to perform by the City of Riverside.

MESSAGE:

FIRST LINE: _____

SECOND LINE: _____

THIRD LINE: _____

START DATE: _____

END DATE: _____

MESSAGE APPROVED

BY: _____

DATE: _____