



CITY OF RAMSEY COMMUNITY EVENT PROMOTION POLICY

SECTION 1: SCOPE

A. **BACKGROUND:** The City of Ramsey offers multiple avenues of promotion for local community events and initiatives.

1. **City of Ramsey Website (Community Event Calendar):** Calendar featured on the home page of the City of Ramsey website with a description, details, link to a website if available, and flyer of the event.
2. **Weekly Update:** The City of Ramsey issues a *Weekly Update* to all City staff and Councilmembers which may also be accessed by the public through subscription or by visiting the City's website. The *Weekly Update* is distributed once a week on Thursdays.
3. **Facebook Page (Social Media):** The City of Ramsey operates a Facebook page which currently reaches over 2,000 followers.

Facebook posts must adhere to the City's social media policy, located at cityoframsey.com/325.

Facebook posts are displayed on the City's page in the order that they were received, therefore, the City cannot guarantee the message visibility as new messages continue to be posted.

B. **PURPOSE:** The purpose of these resources is to educate the public on City news and updates, as well as promote City and community organization events.

SECTION 2: CRITERIA/PROCEDURE

A. **ELIGIBLE USERS:** Not-for-profit organizations are eligible users of the community event promotion resources. Examples of not-for-profit and government organizations include (but are not limited to): youth organizations, Lions Clubs, Rotary Clubs, Women of Today, religious institutions, government institutions, educational institutions, senior citizen clubs, etc. The organization, or the event, must be located within the City of Ramsey or accepted upon the discretion of the City Administrator or his/her designee.

For-profit organizations may use the community event promotion resources when hosting a non-profit community event with approval of the City Administrator. Other private businesses may be allowed to utilize these resources under certain circumstances upon City Administrator's approval. Again, the organization, or event, must be located within the City of Ramsey or accepted upon the discretion of the City Administrator or his/her designee.

- B. APPLICATION: A complete “Community Event Promotion Application” must be submitted a minimum of 14 days prior to the proposed start date of a message; and, must not be submitted more than six months in advance of the start date of a message. Applications must be received by the City of Ramsey, Administrative Services Department.

“Community Event Promotion Applications” will be accepted and documented on a first-come-first-serve basis—based on the order in which completed applications are received. In the event that too many message requests are received for a particular date, the City of Ramsey reserves the right to decide what messages will be displayed. The City will make a good faith effort to display messages in the order that they were received but cannot guarantee this order. The City reserves the right to display messages submitted without an application at the discretion of the City administrator, or his/her designee.

- C. MESSAGE: All messages are subject to change by the City of Ramsey and the City of Ramsey is not responsible for errors. Messages that contain, but are not limited to the following, will be denied: political campaign messages, for-profit advertising, religious or spiritual messages, messages promoting a worship service, messages pertaining to illegal activities and any message containing profanity or offensive language. Messages must be of broad community interest.

1. City of Ramsey Website (Community Events Calendar): Please provide a flyer for your event (PDF or JPG preferred) that includes the date, time, location and title of the event, along with a brief description of the event and a website, phone number or email to contact with questions or to learn more information.

The City will provide a link (when provided) to this event flyer, or the event information, on the Community Events Calendar section on the main page of the City’s website.

2. Weekly Update: Please provide a flyer for your event, (PDF or JPG preferred) that includes the date, time, location and title of the event, along with a brief description of the event and a website, phone number or email to contact with questions or to learn more information. The City will attach the flyer, or event information, to the Weekly Update.
3. Facebook Page: Please provide a flyer for your event (PDF or JPG preferred) that includes the date, time, location and title of the event, along with a brief description of the event and a website, phone number or email to contact with questions or to learn more information.

Facebook posts must adhere to the City's social media policy, located at cityoframsey.com/325.

Facebook posts are displayed on the City's page in the order that they were received, therefore, the City cannot guarantee the message visibility as new messages continue to be posted.

- D. DURATION: The City of Ramsey will make a good faith effort to accommodate the preferred message start date given by the applicant but cannot guarantee that the message will be posted on that date. The City reserves the right to increase or decrease the duration of a message at the discretion of the City administrator, or his/her designee. Messages shall be posted to the Website (Community Events Calendar), Weekly Update and Facebook no more than 14 days in advance of an event, with a 14 day maximum duration. Please Note – messages are displayed in the order they are received, therefore, the City cannot guarantee the message visibility as new messages continue to be posted.
- E. ANNUAL USE: Organizations are limited to a maximum of four (4) messages in each of the individual community event promotion resources per year. The City reserves the right to increase or decrease an organization's annual limit at the discretion of the City administrator, or his/her designee.
- F. MESSAGE PRIORITY: The City of Ramsey reserves the right to prioritize the order of all messages featured in the *Community Events Calendar*, in the *Weekly Update* or on the City's *Facebook page*. Messages from the City of Ramsey, along with any urgent/emergency notices, will take precedence over community event messages.
- G. CHARGE: Use of the community event promotion resources is provided at no charge.
- H. APPROVAL: Messages will be reviewed and approved by the City Administrator; or, his/her designee.