



# TOWN OF LITTLE ELM

## DEVELOPMENT SERVICES DEPARTMENT

100 West Eldorado Parkway  
Little Elm, TX 75068  
214-975-0472  
[www.littleelm.org](http://www.littleelm.org)

### **Electronic Marquee Sign Operating Policy**

*Adopted 11-15-2011*

*Revised 05-14-2013*

1. The marquee signs are for the exclusive use of the Town of Little Elm, Town-sponsored or co-sponsored events, and/or events that take place on Town property, unless otherwise stated below.
2. The Town of Little Elm (its departments, boards, commissions, and corporations), Little Elm Chamber of Commerce, Little Elm ISD, and other public schools within the Town are Priority Groups and have priority use of the marquee signs.
3. As a courtesy, the Town of Little Elm will allow Preferred Groups (civic groups, religious organizations, non-profits, HOAs, PTAs, etc) within the Town to advertise special events and registrations occurring within the Town on the marquee signs, specifically excluding regularly scheduled and ongoing events/meetings.
4. Licensed vendors with concession agreements officially leasing Town facilities and/or property may advertise on the marquee signs, when deemed justified and warranted, subject to review and approval by the Town.
5. Requests to post a message on the marquees should be sent to the Development Services Department at least 2 weeks prior to the message's anticipated running. The Director and Town Manager both must approve each request.
6. Requests should include brief information such as the name of the event, its location, date and time, contact for additional information, and the proposed message. Standard Town background graphics will be used for text-only requests, and the Town reserves full editorial control over all messages.
7. Messages displayed on the marquees should be of interest to the general population of the Little Elm community or an event open to the entire community. Messages should not target a specific group or contain personal announcements, names, phone numbers, or email addresses.
8. Messages generally will not start running on the marquee until one week prior to the event and shall be removed following the expiration of the event.
9. Prohibited messages are those that advertise the following content: political or campaign; commercial; religious programming; alcohol or vice; inflammatory, offensive, or derogatory; or

other content deemed inappropriate for posting or inconsistent with this policy by the Town Manager.

10. If a message is not approved for display on the marquee because of time constraints, message content, or any other reason, the applicant will be notified with the reason the message was rejected.
11. Because of the cost of utilities, maintenance, and programming of the marquee, the Town of Little Elm will charge a \$20 fee to Preferred Groups each week the message runs, and Priority Groups shall be exempt.
12. The number of times and duration of time each message runs will be determined by how many messages are running each day per the discretion of the Director of Development Services. There is no guarantee how many times per hour a message will run. The priority uses will receive the majority of time on the marquee.
13. If the marquee is needed for emergency messages, all other messages may be preempted during this time. Emergency messages must be approved by the Town Manager or his/her designee.
14. Town-initiated commercial advertising to announce new business openings (of substantial retail presence) is permitted at Town Manager's sole discretion.
15. The Town Manager may authorize the use of the marquee for other messages, may selectively authorize advertisements for events outside Town limits, reserves exclusive right to refuse any requested posting, has discretionary approval authority over all messages and content, and is responsible for the final interpretation of this policy.