

## VILLAGE OF VALLEY STREAM ELECTRONIC SIGN POLICY

Overview – In an effort to provide a dynamic, public messaging system the Village of Valley Stream wants to make available its electronic public sign, at Hendrickson Park. The sign may be utilized by community groups to announce events, notify the public of membership drives, or simply make residents aware of their group and what they have to offer the community.

Who Is Eligible – Any village not for profit, educational institution, religious group, community-oriented group, sports leagues and sports clubs are eligible for placement on the e-sign.

Content of E-Signs/Messages – The total number of characters of each e-sign message shall not exceed 60 characters, 10 words, or four frames. No message shall contain profanity, intolerant content relating to race, religion, sex, national origin, ethnicity, etc. The general purpose of the e-signs is to inform the public of events, membership drives or other opportunities to participate in community events.

Message Board Application – Must be submitted six weeks prior to the event date. (For example, if event is June 1st then village must receive message application by April 15th.)

Exposure Goals – The village will try to achieve a rate of each sign message being seen for at least one (1) minute every 1-15 minutes. No group may have more than one event advertised at a time. The message will be displayed up to thirty (30) days based on the number of message requests received by the village from local organizations.

Duration – The village reserves the right to control the number of days a message will be displayed on the electronic sign.

Please be advised that, in case of an emergency, the village reserves the right to change or alter the messages on the sign for the benefit of public good or safety.

*PLEASE READ INSTRUCTIONS ON COMPLETING APPLICATION.*

Village Clerk  
Incorporated Village of Valley Stream

**INCORPORATED VILLAGE OF VALLEY STREAM**  
**123 So. Central Avenue, V. S. N.Y. 11580**  
**(516) 825-4200 x 5105**

Village Electronic Message Board Application Instructions

1. Fill in your name.
2. Fill in today's date.
3. Fill in Name of Organization. Organization must be non-profit.
4. Fill in Address of Organization
5. Fill in Message Information.
  - A. Do not exceed 60 characters or 10 words.
  - B. Use capital letters and punctuation where applicable.
6.
  - A. Start Date: Must be 14 days to 30 days prior to Event Date.
  - B. Minimum message days 14.
  - C. Maximum message days 30.
7. Event Date: Date event takes place. ("Event" can be one day event or registration dates.)
8. Signature of Applicant.
9. Print Your Name.
10. Telephone Contact Information: Fill in Day, Night and Cell Phone Numbers with Area Code.
11.
  - A. Submit application six (6) weeks prior to event date.
  - B. E-mail or Fax application to:

Clerk's Department  
E-Mail: [vsclrk2@vsvny.org](mailto:vsclrk2@vsvny.org)  
Fax: 516-825-8316

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Village Electronic Message Board Application

1. Name: \_\_\_\_\_
2. Date: \_\_\_\_\_
3. \*Name of Organization: \_\_\_\_\_  
*\*(non-profit organization only)*
4. Address of Organization: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
5. Message to read: (Please use caps and punctuation where applicable)  
(shall not exceed 60 characters, 10 words, or four frames)  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
6. Start Date: \_\_\_\_\_
7. Event Date: \_\_\_\_\_  
(Can be one day event or registration dates)
8. Signature: \_\_\_\_\_  
(applicant)
9. Print Name: \_\_\_\_\_
10. Telephone: Day: \_\_\_\_\_ Night: \_\_\_\_\_ Cell: \_\_\_\_\_

(Return form to the Clerk's Department at least 6 weeks prior to event date.)  
E-mail – [vsclrk2@vsvny.org](mailto:vsclrk2@vsvny.org) - Fax – 516-825-8316