

Pray Park Electronic Message Sign Guidelines

This procedure outlines the criteria for messages and the process for organizations to submit requests and schedule messages to be displayed on the Pray Park electronic message sign located on the corner of the Anthony Wayne Trail and Farnsworth Road.

1. City of Waterville messages will have priority over all outside requests.
2. Messages are strictly limited to educational, charitable or public service activities related to community non-profit organizations serving the City of Waterville. Messages related to political issues, candidates for elective office or commercial advertising are not permitted. Other prohibited messages include those that are personal (Happy Birthday, Happy Anniversary, etc), illegal, sexually explicit, offensive or obscene, or those that violate equal opportunity, anti-discrimination or harassment laws. The City reserves the right to reject a message with inappropriate content, at the sole determination of the City.
3. External message requests must be submitted on an Electronic Sign Request Form a minimum of five (5) business days prior to the requested posting date. Forms are available at www.waterville.org or at the front desk of the Municipal Building. The request form must be completed legibly and in its entirety to be considered. No phone or e-mail requests will be accepted.
4. External messages will remain on the sign no longer than seven (7) consecutive calendar days and will be posted no earlier than three (3) weeks prior to the event.
5. The City of Waterville does not guarantee that any particular message will be placed on the sign.
6. The City reserves the right to limit the number of messages displayed in the message rotation on the sign to allow sufficient display of messages to passers-by. Message requests will be considered on a first-come, first-served basis in applying this limit.
7. The City of Waterville reserves the right to alter the text of a message as needed to fit the electronic message sign.
8. Each message will appear on the sign for approximately 8-10 seconds. Messages appear on both sides of the sign simultaneously.
9. No more than one message per event or per group will be displayed at the same time.