



Signboard Usage Policy

The Hotchkiss Community Chamber of Commerce installed, owns and maintains sign boards located at the three highway entrances of Hotchkiss, and makes these signboards available to aid in the promotion of community events. Since there can be scheduling conflicts relating to numerous events taking place simultaneously; determination of what messages are appropriate for the Chamber's sign boards; as well as issues relating to scheduling of personnel to change these signs in a timely manner, the Chamber has adopted the following standards in regard to sign board reservations and servicing.

- 1) The Chamber generally follows a "first come, first served" policy for signboard usage requests; however, in instances where signboard space is requested for the promotion of more than one event during the same sign posting period, the Chamber maintains a priority system when deciding which events to promote. The list below indicates, in order, which categories will be given preference.
 - a. Hotchkiss Chamber events, or Chamber sponsored events.
 - b. Hotchkiss-based non-profits holding events in Hotchkiss.
 - c. North Fork-based non-profits holding events in Hotchkiss.
 - d. Other non-profits holding events in Hotchkiss.
 - e. Non-profits holding events elsewhere in the Valley (Paonia, Crawford).
- 2) The Chamber will not post notices to advertise events for a specific business (sponsorships excepted), or for religious or political purposes. With Board approval, exceptions may be made for charitable activities undertaken by business, religious or political groups, so long as the primary purpose of the event is not to benefit or promote, directly or indirectly, any specific business, religious or political group.
- 3) Approved messages must not violate any provision of the Chamber by-laws, and must comply with Colorado Department of Transportation (CDOT) signage standards.
- 4) Sign boards will be available Sunday through Saturday, and may be reserved for one week at a time. If signboards are unreserved for a contiguous week to the one requested, the Chamber may, at its discretion, and pending requestor approval, extend the posting timeframe without additional charge.
- 5) The Chamber contracts with a Board-selected individual (independent contractor) to post all signs.
- 6) The signage fee is \$50/week for all three signs, or \$20 per sign if fewer than three are needed. Payment must be received prior to signs being posted.
- 7) Contracted sign poster will keep track of sign postings and will periodically submit invoice to the Chamber for compensation.
- 8) Chamber will compensate sign poster \$25 per posting (for a total of three signs). Compensation will be paid to the sign poster not only for the signs of "paying" customers but for Chamber requested postings, for which remuneration is not received.