

MEMORANDUM

Date: December 6, 2024
To: Chairman Kevin Mosher and Members of the Caddo Mills EDC
From: John R. Hubbard, Ph.D., CEcD
SUBJECT: **Discuss and consider Marquee policy.**

At the November 11, 2024, meeting, the Caddo Mills Economic Development Corporation (EDC) Board approved a policy for the use of the Marquee, pending revisions discussed during the meeting. Below is a summary of the proposed revisions:

1. Eligibility and Access:
 - Clarify eligibility criteria to ensure that only businesses and organizations with a physical presence in Caddo Mills can apply.
 - Specify that personal advertisements and political campaigns are strictly prohibited.
2. Content Guidelines:
 - Refine character limits for advertisements, emphasizing concise messaging suitable for an LED scrolling display.
 - Allow up to three slides per ad but limit complex graphics to maintain readability.
 - Add provisions for emergency announcements to preempt scheduled content when necessary.
3. Scheduling and Allocation:
 - Modify the allocation process to better accommodate community event scheduling.
 - Ensure equal opportunity by enforcing first-come, first-served slot allocation and annual bidding for marquee exclusivity within specific business categories.
4. Fee Structure:
 - Confirm advertising fees of \$250 per month for businesses and \$125 for non-profits, with payment deadlines set 7 days prior to the display date.
 - Include a \$50 fee for community organizations (excluding city and chamber-sponsored events) for marquee updates.
5. Oversight and Policy Enforcement:
 - Strengthen content review processes to ensure compliance with community standards.
 - Add clearer consequences for violations, including potential advertising bans for up to six months.

A more detailed account of these revisions is posted separately.