



**Corporate Policy**

## Communication

### Outdoor Display Case

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Approved by Council on: April 11, 1988

Report Number: CL-29-88

Effective: April 11, 1988

Reviewed on: January 4, 2021

Amended: November 28, 1988

Next Review: December 2023

Note:

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### Policy Statement:

The outdoor display case located at City Hall is to be used in the following ways:

- As a community information centre for non-profit organizations in Burlington.
- As a non-commercial means of showcasing beginning local artists, particularly high school and college students.
- As a means to publicize programs of City Departments, City-related special events, and programs developed by Citizens' Committees.
- As the permitted location for signage on City Hall and Civic Square. **No signs will be hung on the exterior of the City Hall building.**

### Scope:

Applies to use of the City Hall outdoor display case.

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## Roles:

### **Accountable:**

Manager, Customer Experience is responsible for the timely review, updating and dissemination of the policy.

### **Responsible:**

Customer Experience Representatives

## **Additional Matters – Procedure**

- The case is booked on a first come, first served basis with time limits determined by the number of requests.
- All participants must complete and return an application to Service Burlington at City Hall.
- All applicants will be contacted by Service Burlington as to the confirmed dates and time allocated to their organization. The schedule of display case availability will be consistently updated.
- All displays will conform to the set of guidelines below. These guidelines have been developed to assist the Corporation in making the final decision as to the appropriateness of a display.
- The Corporation will not accept liability for any damage to the contents of the case. This information is clearly outlined to all users on the application form and in the Outdoor Display Guidelines.
- Advertising of a commercial nature will not be permitted in the display case or on the exterior of the City Hall building.
- Material which is socially sensitive or on which there are strongly held opposing views will not be permitted to be displayed.
- Decisions may be reviewed by the Burlington Leadership Team.

## **Guidelines for use of outdoor display case**

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- The case is to be used for Community Exhibitions from non-profit organizations in Burlington.
- A limited time period will be scheduled to allow for as many participants as possible.
- Displays should be planned in advance and all necessary equipment brought for the setup.
- Items of great value should not be used as the City cannot be responsible for theft or damage.
- The display case key is signed out from Service Burlington and must be returned immediately upon completion of the display setup. Please do not remove the keys from City Hall.
- A representative from your organization should be prepared to mount the display as well as remove the items on the assigned dates.
- The City retains the right to approve or not to approve any display. All displays shall be of a moral and reputable character. No material of a political nature shall be displayed.
- It is important, for all concerned, that the display be of the highest quality possible.