



CITY OF FLAGSTAFF

CITY OF FLAGSTAFF FACILITY ADVERTISING POLICY

1. PURPOSE

This policy establishes criteria for advertisements at City of Flagstaff (“City”) facilities and provides guidelines for the sale of advertising space within those facilities. The City facilities where advertising is allowed are considered nonpublic forums, including the Flagstaff Pulliam Airport, recreation centers, and outfield fencing at athletic fields.

The City's objective in managing its advertising at City facilities is to generate revenue by offering opportunities to promote activities and brand businesses while providing facility users with a welcoming and comfortable environment.

2. PERMITTED TYPES OF ADVERTISING

The permitted subject matter of advertisements shall be limited to content falling within one or more of the following permissible areas:

- Proposing a commercial transaction.
- Encouraging patronage of a commercial business.
- Promoting a particular industry.
- Promoting tourism.
- Promoting economic development.

This policy does not apply to public service announcements from the City of Flagstaff or partner agencies.

3. ADVERTISING CONTENT RESTRICTIONS

The following types of advertising are prohibited:

- a. Advertising that is false, misleading, or deceptive.
- b. Advertising that promotes or encourages the use or possession of illegal goods or services under local, state, or federal laws.
- c. Advertising that is libelous or defamatory.
- d. Advertising that infringes on any copyright, trademark, or service mark.
- e. Advertising that promotes, solicits, depicts, or markets the sale or use of cigarettes or electronic cigarettes, tobacco, marijuana, or related goods or services.



CITY OF FLAGSTAFF

- f. Advertising that promotes, solicits, depicts, or markets the sale or use of spirituous liquor as that term is defined in Arizona Revised Statutes § 4-101. This prohibition does not apply to advertising at the Flagstaff Pulliam Airport.
- g. Advertising that promotes, solicits, depicts, or markets the sale, use, rental, distribution, or availability of firearms, ammunition, or related goods or services.
- h. Advertising that contains any threat, implied or direct, to harm a particular individual or group of individuals.
- i. Advertising that depicts language, gestures, conduct, or graphical representations that are obscene, pornographic, vulgar, profane, or scatological.
- j. Advertising that represents, by language or graphics, nude or seminude people as those terms are defined in Arizona Revised Statutes § 11-811.
- k. Advertising that depicts, relates to, or references a website or other medium that relates to specific sexual activities or specific anatomical areas as those terms are defined in Arizona Revised Statutes § 11-811.
- l. Advertising that is political in nature or contains political messages, such as advertising that refers to a specific ballot question, initiative, petition, or referendum, refers to a political party, or supports a candidate for public office. This prohibition does not apply to advertorials made by local elected officials promoting the City of Flagstaff or local tourism.

4. ADVERTISING LOCATIONS

The City of Flagstaff reserves the sole right to determine the locations available in its facilities for advertising programs and to change such locations as needed.

5. APPLICATION AND REVIEW PROCESS

All proposed advertising must be submitted in writing. The advertising proposal must include the advertiser's name, creative file, and the desired format of the presentation. The City's department or division designee will review the creative file for compliance with this policy and determine if any changes are required to bring the proposed advertisement into compliance. If no changes are needed, or if the advertiser makes the necessary changes to the advertisement content or presentation, the advertisement will be accepted for display.

If the City's department or division designee finds that the proposed advertisement does not comply with this policy, the City will inform the advertiser in writing that the proposed advertisement will



CITY OF FLAGSTAFF

not be accepted and will cite the reason(s). The decision of the department or division designee may be appealed in writing to the Division Director, whose formal determination shall be final.

DRAFT