

RESOLUTION 2026-13

Digital Sign Advertising
Wednesday, July 8, 2026

WHEREAS, the Spring Lake Improvement District (hereinafter "District") was created by the Florida Legislature and codified in Chapter 1971-669, Laws of Florida, as amended by Chapter 2005-342, Laws of Florida, as amended by Chapter 2012-264, Laws of Florida, pursuant to the authority granted therein and;

WHEREAS, Chapter 298 of the Florida Statutes authorizes the Board of Supervisors, hereinafter referred to as the "Board", of the Spring Lake Improvement District, hereinafter referred to as the "District", to prescribe and establish policies and procedures for the District and;

WHEREAS, the District has installed a digital sign for public information and advertising and has discussed policies and procedures;

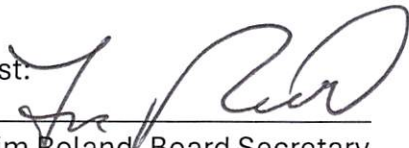
NOW THEREFORE, BE IT RESOLVED: The Board of Supervisors hereby adopts the Digital Sign Advertising policies and fees, and authorizes staff to implement, manage, and enforce the program, including fee collection and contract administration. Staff has the authority to adjust pricing as a promotional effort to attract advertisement.

This Resolution shall become effective this 8thth day of July, 2026.

Spring Lake Improvement District

By: 
Kay Gorham, Board Chair

Attest:

By: 
Tim Roland, Board Secretary

SPRING LAKE DIGITAL SIGN

July 1, 2026

PURPOSE

The purpose of the District owned electronic sign is to:

- *Communicate official District information
- *Promote community events
- *Generate revenue through controlled advertising

DEFINITIONS

- *Sign: District owned LED electronic sign
- *Ad Slot: one static message displayed for 10 - 12 seconds in rotation
- *Rotation Cycle: total loop of all ads, typically 90 - 120 seconds

PRIORITY OF USE

- *District messages are the highest priority and may override all other content
- *Other local government, schools, non-profits, events
- *Paid Commercial Advertising

CONTENT RESTRICTIONS

- *Political ads
- *Alcohol, tobacco, cannabis
- *Adult content
- *Offensive or misleading ads

AD SPECIFICATIONS

- *Length: 10 - 12 seconds per slot
- *Format: static image (JPEG/PNG)
- *Resolution to match our sign specifications
- *Maximum rotation: 8-10 advertisers per loop

CONTRACT TERMS

Minimum term: one month.

Preferred: 3-6 month

Payment: prepaid (non payment, ad removed)

PRICING**

*Initial graphics set up (HiRize company)	\$ 40
*Update existing sign	\$ 15
*Local business standard (one slot in rotation)	\$ 200 month
*Premium frequency (appears more often)	\$ 300 month
*Non-profit rate	\$ 75 month
*Daily/Weekly promotion, short term	\$ 20 daily
	\$ 75 week

****PRICES ESTABLISHED YEARLY AT AUGUST PUBLIC HEARING**

OPERATING PROCEDURES

- *Submit application and artwork concept
- *Staff review for approval or rejection
- *Submit artwork to HiRize
- *Payment received
- *Schedule into rotation

RECORDKEEPING

Must maintain:

- *contracts
- *payment logs
- *ad history (important for public records)

ADVERTISING AGREEMENT

- *all ads subject to approval of SLID
- *must comply with all adopted policies
- *District not liable for technical outages or missed display time due to emergencies
- *all agreements are maintained as public records
- *contracts, payments, and content are archived



Thank you for your interest in advertising with the District on our Digital Sign.

Attached please find the application as well as the policies, procedures, and fees established by the Board of Supervisors.



115 Spring Lake Boulevard • Sebring, Florida 33876-6143
Phone (863) 655-1715 • Fax (863) 655-4430
www.springlakefl.com

DIGITAL SIGN ADVERTISING APPLICATION

Business Name:

Contact Person:

Phone:

E-mail:

Requested start date: _____

Ad duration(circle) 1 day
 1 week
 1 month
 3 months
 6 months
 12 months

Category (circle) Business
 Government
 School
 Nonprofit
 Local Spring Lake organization

Set Up Fee \$40

Ad Fee \$

Total Due: \$

Signature: _____