

# 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 8th<sup>th</sup> 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: \_\_\_\_\_