



## Legislation Text

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**File #:** 21-0388, **Version:** 1

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Consider and take action on a resolution authorizing a League City Civic Club Monument Sign Policy (Director of Communications and Media Relations)

Approval of this resolution will establish a policy and fees for a League City Civic Club Monument Sign.

The Office of Communications is creating a Civic Club Monument Sign to showcase civic organizations operating within League City which are engaged in activities that serve residents, and in some way promote the common good and general welfare of the community. The project was proposed by members of the League City City Council during their annual City Manager goal setting conference.

The Office of Communications recently proposed two different design options to the Keep League City Beautiful Committee for consideration. The one selected is a free-standing, 10 foot metal sign with 12 plaques that can be switched out each year (see exhibit A). The proposed location of the sign is near the intersection of Main Street and Magnolia Street on a small parcel of land near the entrance of McDonalds.

The proposed policy includes a fee structure, application process, and necessary criteria/qualifications for civic organizations wishing to apply to have their logo displayed on the League City Civic Club Monument Sign for a time period of one year. The policy states:

Civic organizations wishing to have a plaque on the League City Civic Club Monument Sign for the period of October 1 to September 30 of each year must:

1. Meet the outlined criteria (see below).
2. Apply during the time period of Sept 1-15 of each year (late applications will be accepted if there is room remaining on the sign).
3. Pay a city-selected vendor the cost to create a metal plaque which meets the City's outlined size and shape specifications.
4. Pay an annual fee to the City of League City ranging from \$100 to \$500 (see below).

### Criteria

All applicants must meet the following criteria in order to be considered for a plaque:

*Must be a non-profit 501(c)3, civic organization (excluding churches and religious organizations) exclusively based in League City or an approved chapter of an international, national, state or county organization that serves League City residents and is engaged in activities that in some way promote the common good and general welfare of the League City community. Excluded activities include political activities, operating a social club for members, sports, and recreational clubs, and conducting business with the general public in a manner generally similar to a for-profit organization.*

### Application and Selection Process

Organizations that meet the above criteria can apply for a spot on the League City monument sign between September 1-15 of each year. The Keep League City Beautiful Committee will select and approve the twelve organizations for the twelve plaques based on the priority order listed below.

1. A civic organization exclusively based in League City that is engaged in activities that in some way promote the common good and general welfare of the League City community.
2. A League City chapter of a county or state-based civic organization that is engaged in activities that in some way

promote the common good and general welfare of the League City community.

3. A League City chapter of a national or international-based civic organization that is engaged in activities that in some way promote the common good and general welfare of the League City community.

### **Fee, Payment, and Placement**

The placement order of the twelve plaques on the monument sign will be randomly determined by a lottery/drawing process each year. Plaques will not be placed on the sign until the city, and the city-selected vendor creating the plaque, have been paid in full.

### **Yearly Fee Schedule**

1. \$100 for civic organizations exclusively based in League City.
2. \$250 for a League City chapter of a county or state-based civic organization.
3. \$500 for a League City chapter of a national or international-based civic organization.

### **Attachments:**

1. Data Sheet
2. Proposed Resolution
3. Monument Sign Design

### **CONTRACT ORIGINATION:**

### **FUNDING**

{X} Funds will be deposited to Miscellaneous General Fund Revenue in a Monument Sign Account

{ } Requires Budget Amendment to transfer from Account #\_\_\_\_\_ to Account #\_\_\_\_\_

{ } NOT APPLICABLE

### **STRATEGIC PLANNING**

{ X } Addresses Strategic Planning Critical Success Factors:

Quality Community Amenities

Engaged Residents

Economic Development and Tourism

{ } NOT APPLICABLE