

**CITY OF BILLINGS**  
**DEPARTMENT OF PARKS, RECREATION, AND PUBLIC LANDS**  
**Parks Division**



**PARK BALLFIELD ADVERTISING**  
**PERMIT APPLICATION**

DATE: \_\_\_\_\_ PLAYING SEASON:  SPRING/SUMMER  FALL

ORGANIZATION: \_\_\_\_\_

OFFICER: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_, STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

TELEPHONE: (W) \_\_\_\_\_ (H) \_\_\_\_\_

EMAIL: \_\_\_\_\_ (CELL) \_\_\_\_\_

**ADVERTISING PERMITS ARE BEING PURCHASED FOR THE FOLLOWING BALLFIELDS:**

PARK: _____	BALLFIELD NO.: _____	(\$100)
PARK: _____	BALLFIELD NO.: _____	(\$100)
PARK: _____	BALLFIELD NO.: _____	(\$100)
PARK: _____	BALLFIELD NO.: _____	(\$100)
PARK: _____	BALLFIELD NO.: _____	(\$100)

Return completed application with the Advertising Permit Fee of \$100.00 for each ball field to :

Dept. of Parks, Rec., & Public Lands  
Attn: Ballfield Ads  
390 N. 23<sup>rd</sup> Street  
Billings, MT 59101  
*Make Checks payable to the CITY OF BILLINGS*

**THANK YOU!**

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RESOLUTION NO. 06-18421

A RESOLUTION OF THE CITY OF BILLINGS ALLOWING NON-PROFIT ORGANIZATIONS HOLDING VALID PARK USE PERMITS AT CITY BALLFIELDS TO DISPLAY SPONSOR SIGNAGE AS A MEANS OF RAISING FUNDS; SETTING A FEE TO BE CHARGED BY THE CITY FOR SUCH ADVERTISING DISPLAYS; ESTABLISHING AN EFFECTIVE DATE AND REPEALING RESOLUTION NO. 98-17335.

**WHEREAS**, the City of Billings adopted RESOLUTION NO. 98-17335 in 1998 governing advertising at City ball fields; and

**WHEREAS**, no advertising permits have been purchased pursuant to said policy, which has been identified by local athletic organizations as an impediment to fundraising by the sale of sponsor advertising; and

**WHEREAS**, the City of Billings recognizes the significant contribution to the maintenance and upkeep of city ball fields provided by area Athletic Organizations; and

**WHEREAS**, the City of Billings also recognizes the importance of monetary sponsorships and fundraising to the operations of non-profit athletic organizations, including their capacity to maintain and improve City ball fields; and

**WHEREAS**, the City of Billings provides certain services to the public through the Parks Division of the Department of Parks, Recreation, and Public Lands; and

**WHEREAS**, is in the best interests of the citizens of the City of Billings that the City provides said services and that the City Council allow non-profit athletic organizations holding valid Park Use Permits at City ball fields to display sponsor signage as a means of raising funds for field improvements;

**NOW THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF BILLINGS, MONTANA, AS FOLLOWS:**

1. RESOLUTION NO. 98-17335 is hereby repealed.
2. Advertising Permitted at City Park Ball Fields. Non-profit organizations with valid Park Use Permits for the use of City of Billings Park ball fields shall be allowed to sell advertising and display such advertising at the park ball field to which such Park Use Permit applies, subject to the following limitations and restrictions:
  - (a) No wooden signs are permitted. Only banner signs constructed of polyvinyl or similar material with advertisements on one face and a solid white color on the back are allowed;
  - (b) Advertising signs shall only be placed on sideline and outfield fences with the ad side facing the playing field with only one sign per fence section being allowed. Signs may also be placed on the backs of dugouts;
  - (c) The size of each sign shall not be longer than any single fence section to which it is affixed and shall not be closer than 6 inches to the ground. It shall be designed and placed in a manner which does not alter, damage or interfere with either City property or City operations, including the maintenance, irrigation patterns and upkeep of the surrounding grounds;
  - (d) Advertising signs shall be placed no earlier than April 15<sup>th</sup>, and shall be removed from all ball fields no later than the date of the last scheduled league or tournament game at the end of the season;
  - (e) Advertising signs that are visibly deteriorated shall be immediately removed or replaced upon notice from the PRPL Department so as to preserve the park aesthetics and the advertising values for subscribers;
  - (f) No advertisements for products or services detrimental or inappropriate to the health or welfare of children including, but not limited to, alcoholic beverages, tobacco products, adult entertainment, gambling, or questionable content will be permitted;
  - (g) Where field use is shared by a primary and secondary users, the primary user may sell sign space on up to 75% of the available fence panels and the secondary users may sell the remaining 25% of the space unless a mutual agreement is made otherwise between the using organizations.

(h) On Nov. 1<sup>st</sup> of each year organizations who have advertised at fields must provide the PRPL Department with a financial report showing the amount of revenue that was generated from the advertisement sales and what money went into field improvements during the past season.

3. Dispute Resolution. Any section of this resolution being disputed will be reviewed by PRPL Staff who are authorized to make a final binding determination.

4. Advertising Permit Fee and Use. The annual fee paid to place advertising signs at a single ball field shall be \$100.00/field.

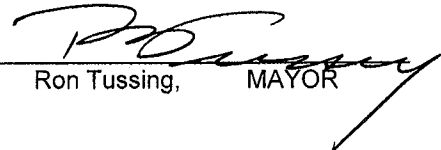
5. Terms of Fees: Said fee shall continue in full force and effect from the date of approval for one (1) year, or until May 23, 2007, as amended by the City Council during consideration, and may be brought back for further discussion and continuation at that time.

APPROVED by the Billings City Council and this 22nd day of May, 2006.



CITY OF BILLINGS:

BY:

  
Ron Tussing, MAYOR

ATTEST:

BY: Marita Herold  
Marita Herold, CMC/AE CITY CLERK