

May 08, 2025



**REDMOND MUNICIPAL AIRPORT – ROBERTS FIELD
REDMOND, OREGON**

ADVERTISING POLICY

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1. General Statement of Policy

- 1.1 Policy Objectives. City of Redmond (“City”) is the owner and operator of the Redmond Municipal Airport (“Airport”), a public municipal airport located in Redmond, Oregon. As an Airport Sponsor and recipient of Federal Aviation Administration (“FAA”) Airport Improvement Program (“AIP”) grants, the City is obligated to make financial decisions that promote the Airport’s operation in a manner that is as self-sustaining as possible through nondiscriminatory rates and charges, in accordance with FAA Grant Assurances. Given these rules, the City hereby establishes this Policy to set guidelines for the sale of advertising space at the Airport as approved by the City. Policy objectives include optimizing revenues, while assisting travelers and other Airport users with useful information regarding goods, services, dining, entertainment, events, programs, or property available in the Central Oregon region and providing an aesthetically-pleasing and comfortable environment.
- 1.2 Policy Scope. This Policy shall apply to all forms of advertising displayed or distributed within the Airport’s terminals, on its grounds, or on Airport-owned property and infrastructure. This includes, but is not limited to, advertisements on digital displays, static signage, video screens, print media, and other marketing materials.

2. Location and Rates

- 2.1 Location. Advertising must be consistent with the Airport’s design and architecture without interfering with operational efficiencies or safety. A balance between Airport advertising and other informational systems must be maintained in order to preserve visual continuity and avoid clutter and message overload.
- All advertisements proposed on Airport property are subject to the written consent and approval of the Airport prior to installation. Advertising in spaces exclusively or preferentially leased by tenants shall be restricted to goods and services offered by the tenant. Tenants are prohibited from subleasing, assigning, transferring, or allowing any other entity to use their contracted advertising space for the purpose of displaying content not directly associated with the tenant. Within Airport owned properties, signs and advertising shall be governed by individual agreements and subject to the sole judgment of the Airport.
- 2.2 Advertising Opportunities and Rates. Advertising opportunities and rates are listed as part of the Airport’s fee schedule, however, opportunities are subject to availability and rates may be adjusted as necessary by the Airport.

3. Permitted Advertising

- 3.1 Commercial Advertising. Advertising promoting or soliciting the sale, rental, distribution, or availability of goods, services, dining, entertainment, events, programs, transactions, products, or property (real or personal) for commercial purposes, advertising that markets a name, symbol or design that identifies and differentiates a product from other products for commercial purposes, or advertising that more generally promotes an entity that engages in such activities.
- 3.2 Governmental Advertising. Public service advertising sponsored by governmental entities (public entities specifically created by government action) that advance specific government purposes, including, but not limited to, advancing tourism in the Central Oregon region, and/or utilizing the Airport.

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- 3.3 Community Promotion Organizations. Advertising by a community promotion organization if the advertising otherwise meets the requirements of this policy. A community promotion organization is defined as an organization which markets business or tourism in the Central Oregon region and would benefit from the exposure provided on Airport premises, including, but not limited to, local chambers of commerce, economic development councils, convention and visitor organizations, local public museums, parks, science centers, and the Airport.

4. Prohibited Advertising

- 4.1 Political. Advertising promoting or opposing a political party, election or opposition of any candidate or group of candidates for federal, state, judicial, or local government offices, or advertising that contains political messages, including advertising involving political or judicial figures.
- 4.2 Religious. Advertising that contains any direct or indirect reference to religion, or to the existence, nonexistence, or other characteristics of any deity or deities. This prohibition covers the depiction of text, symbols, or images commonly associated with any religion or with any deity or deities.
- 4.3 Economic. Advertising that addresses controversial issues relating to the financial status of businesses, individuals, groups, or organizations, including, but not limited to, issues of wages, taxes, trade, labor conditions, financial systems, entitlements, health insurance coverage, and subsidies.
- 4.4 Public Issues. Advertising that expresses or advocates an opinion, position, or viewpoint on political, social, historical, or economic issues.
- 4.5 Libelous Speech and Copyright or Trademark Infringement. Advertising media that is libelous or infringes on any copyright, trademark, or service mark.
- 4.6 Cigarettes, Tobacco, or Electronic Cigarettes. Advertising that promotes, solicits, or markets the sale or use of cigarettes, tobacco, or electronic cigarettes, or depicts such products, goods, or services.
- 4.7 Medical or Recreational Marijuana, Hemp, or Cannabidiol (CBD). Advertising that promotes, solicits, or markets the growing, distribution, sale, or use of medical or recreational marijuana, hemp, or cannabidiol (CBD), or depicts such products, goods, or services.
- 4.8 Weapons, Firearms, Ammunition, or Fireworks. Advertising that promotes, solicits, or markets the sale, rental, distribution, or availability of weapons, firearms, ammunition, or fireworks, or depicts such products, goods, or services.
- 4.9 Betting or Gambling. Only advertising for gambling establishments, betting services, lotteries, or contests in compliance with applicable federal, state, local laws and regulations, and this policy are accepted.
- 4.10 Adult/Mature Content. Advertising that depicts nudity or portions of nudity that would be considered offensive, distasteful, pornographic, erotic, is obscene, prurient, or advertises adult entertainment.
- 4.11 Unlawful and/or Illegal Goods or Services. Advertising that promotes or encourages the sale, use, or possession of any activities, goods, or services that are illegal under federal, state, or local law, or that are directed to incite or produce imminent lawless action.
- 4.12 Harmful to Minors. Advertising that contains matters which are obscene, vulgar, profane,

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scatological, or harmful to minors.

- 4.13 Harm, Disruption, or Interference to the Airport. Advertising that contains speech or images that are objectionable under contemporary community standards as to be reasonably foreseeable that will result in harm, disruption, or interference with the Airport.
- 4.14 Violence, Disparagement, Hatred, Bigotry, or Intolerance. Advertising that depicts graphic violence or images of violence or gore, or that promotes hatred, bigotry, disparagement, intolerance, or violence towards individuals, groups, businesses, organizations, or government entities, or which is offensive to the moral standards of the community or contrary to prevailing standards of populations in the Central Oregon region.
- 4.15 Illegal Advertising. Advertising which is illegal under state or federal law, or advertising that may conflict with any applicable federal, state, or local law, statute, or ordinance.
- 4.16 Competition. Advertising that promotes or encourages services in direct competition with the Airport's business objectives or encourages services that detract from the mission of the City or the Airport.
- 4.17 Endorsement. Advertising that implies or declares any endorsement by the City without the prior written authorization of the City.
- 4.18 False, Fraudulent, Defamatory, Deceptive, or Misleading. Advertising that is false, fraudulent, defamatory, deceptive, or misleading in any way within the meaning of federal or state law.
- 4.19 Name, Image, or Likeness of any Persons. Advertising that employs or commercially exploits, without adequate proof or express written authorization, the name, image, or likeness of any persons.
- 4.20 Violation of the City's Rules and Regulations. Advertising that suggests or otherwise tends to promote or encourages conduct on Airport facilities that would violate the City's rules and regulations.
- 4.21 Not Conducive to a Safe, Welcoming, and Comfortable Environment. Advertising that is aesthetically inappropriate, whether by reason of inappropriate graphic design, color, size, or unprofessional looking presentation, and for that reason is not conducive to create a safe, welcoming, or comfortable environment at the Airport.

5. Advertising Agreement and Submission

- 5.1 Advertising Agreement. Advertising displayed through the Airport shall be granted exclusively through a written agreement with the Airport and approved by the Airport Director, or designee.
- 5.2 Written Approval of Advertisements. All proposed Airport advertising must be submitted to the Airport for initial compliance review and must receive written approval by the Airport prior to display. The Airport designee will perform a preliminary evaluation of the submission to assess its compliance with this policy. If the Airport designee determines the proposed advertisement does not comply with this policy, or is unable to make a compliance determination, it will forward the submission to the Airport Director for further evaluation. The Airport may, at any time, discuss with the entity proposing the advertisement any revisions which, if adopted, would bring the advertisement into conformity with this policy.

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5.3 Approval Disputes. A decision to deny a submission may be appealed by delivering a written notice of appeal to the City Manager. The appeal must be received within ten (10) business days after the decision, must be in writing, and must identify the grounds for appeal. The City, at its sole and absolute discretion, will determine the appropriateness of proposed advertising in conformity with this policy. The decision of the City Manager, or designee, to approve or reject any proposed advertising is final.

5.4 Intellectual Property Rights. Advertisers shall warrant and represent that they have all necessary rights, licenses, and permissions to use any intellectual property included in their advertisements. The City shall not be liable for any infringement of intellectual property rights arising from advertisements displayed at the Airport.

6. In-Kind Trades

6.1 Cross-Promotional. Subject to space availability, the City may use the Airport display advertising resources to participate in cross-promotional opportunities that offer a direct opportunity to promote the use of the Airport or local scheduled commercial air service. Any materials distributed for this purpose must prominently include promotion of the Airport or its incumbent airlines. The City will not donate a permit for advertising space to any entity for purposes that are not directly related to the Airport's role. The outside entity involved must bear the cost of producing such materials, or if approved by the Airport Director, provide an equivalent or greater value in cross-promotion. Any cross-promotional arrangement must be approved by the Airport Director, or designee, based upon the criteria in this policy.

7. Reservation of Rights

7.1 Reservation of Rights. The Airport reserves the right, subject to any contractual obligation, to alter these guidelines, including the right to set additional limitations and/or restrictions on advertising that may be displayed at the Airport, or to ban the display of advertising media in those facilities altogether. The display of advertising at the Airport shall not be interpreted to imply that the City or the Airport endorses any brand, products, or service advertised.

8. Effective Date

This Advertising Policy shall become effective on May 08,2025.