

Arlington Ridge Community Development District
Policy for Commercial Advertising
(adopted September 12, 2018)

1. **Generally; Purpose.** The Arlington Ridge Community Development District (“**District**”) was created pursuant to the provisions of Chapter 190, Florida Statutes and was established to provide for the ownership, operation, maintenance, and provision of various capital facilities and services within its jurisdiction. The purpose of the standards (“**Standards**”) set forth in this policy is to establish a set of guidelines for advertising, whether conducted by the District through its newsletter, e-blast system, community bulletin board, within District recreational facilities, website or other form of advertising (“**Advertising Medium**”). The fundamental purpose of District advertising is to generate revenue to support the District’s operating budgets through an advertising program that disseminates beneficial information to District residents and paid users about community businesses and services, while at the same time protecting and promoting the health, safety and welfare of District residents and paid users and the residential character of the community.

2. **Application.**
 - (a) In order to place an advertisement in an available Advertising Medium offered by the District (contact the General Manager for a current list), an applicant shall submit to the District an advertising application which shall set forth in writing a complete description of the proposed advertisement, including:
 - i. The name, address and telephone number of the persons applying to advertise within the District; and
 - ii. Complete description of the advertisement, including typography, sizing and actual text. In the alternative, applicants may attach an image of the proposed advertisement to the application.
 - (b) Each applicant shall obtain and attach to the application the written consent for the display of such advertisement of the person having the right to use, and possession of, the advertisement’s content.
 - (c) Any advertising in which the identity of the sponsor is not readily and unambiguously identifiable must include the following phrase to identify the sponsor in clearly visible letters: “Paid for by _____”
 - (d) Each applicant shall enter into an agreement with the District for advertising, which agreement may require the payment of an advertising fee. Any advertising revenues will be used to augment the District’s operating budgets.
 - (e) Applications shall be considered on a first-come, first-served basis and may be denied due to lack of availability of space for advertising, among other reasons.

3. Limited Public Forum Status; Prohibited Advertisements.

- (a) The District's acceptance of advertising does not provide or create a general public forum for expression. Rather, as noted, the District's fundamental purpose behind allowing advertisements is to provide funding for the District's operating budgets, to promote community businesses and services, and to protect and promote the health, safety and welfare of District residents and paid users as well as the residential character of the community.
- (b) In furtherance of that limited purpose, the District retains strict control over the nature of the advertisements accepted, and finds that the following advertisements are not consistent with the limited purpose of the advertisement program and thus shall be prohibited:
 - i. Advertisements promoting obscene material, sexually-explicit material or illegal activities;
 - ii. Advertisements promoting religious or political material;
 - iii. Advertisement promoting alcohol or tobacco products; firearms; adult/mature rated films, television, or video games; or adult entertainment facilities or services;
 - iv. Advertisements that are false or misleading;
 - iv. Advertisements that contain any material that is an infringement of copyright, trademark or service mark, or is otherwise unlawful or illegal;
 - v. Advertisements that promote any activity or product that is illegal under federal, state, or local law;
 - vi. Advertisements that contain any profane language, or portray images or descriptions of graphic violence;
 - vii. Advertisements that are demeaning or disparaging toward an individual, group of individuals, entity, or entities;
 - ix. Advertisements promoting activities/services that the District offers (unless such advertisements are created by the District); and
 - x. Advertisements that are harmful or disruptive to the District.

4. No Endorsement. The District's acceptance of an advertisement from an applicant in no way constitutes an endorsement of the advertiser or the content or message of the advertisement. In the District's discretion, advertisements may be asked, or in certain of the Advertising Medium all advertisements may be required, to include language that states: This advertisement is not endorsed or sponsored by the District.

5. Severability. If any section, paragraph, clause or provision of this policy shall be held to be invalid or ineffective for any reason, the remainder of this policy shall continue in full force and effect, it being expressly hereby found and declared that the remainder of this policy would have been adopted despite the invalidity or ineffectiveness of such section, paragraph, clause or provision.

6. **Reservation of Rights.** The District reserves the right to suspend, modify or revoke the application of any of the Standards in this policy as the District's Board deems necessary in its sole discretion to comply with legal mandates, to accommodate the primary purpose of this policy, or otherwise to further serve the best interests of the District.