



County of San Luis Obispo

# AIRPORTS

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## San Luis Obispo County Regional and Oceano Airport Advertising Policy

### 1. Definitions

- A. *Advertising*: any commercial message displayed through auditory or visual communication systems. For the purpose of this policy, advertising does not refer to facility way-finding, informational or tenant identification signs.
- B. *Added Value Materials*: Informational advertising which offers tangible benefit to patrons as a means of rewarding and retaining customers (i.e., a money-saving discount).
- C. *Airport*: San Luis Obispo County Airport Services Division consisting of San Luis Obispo County Regional Airport and Oceano County Airport.
- D. *Cross-Promotion*: A cooperative partnership in which two or more entities work together with the goal of jointly promoting their respective services.
- E. *County*: County of San Luis Obispo.
- F. *Director*: Director of Airports or designee.
- G. *Governmental Entities*: Public entities specifically created by government action.
- H. *L52*: Specifically refers to the Oceano County Airport.
- I. *Noncommercial Advertising*: A public service announcement, event notification, political statement, or other message which does not have as its primary purpose to propose a commercial transaction.
- J. *SBP*: Specifically refers to the San Luis Obispo County Regional Airport



## **2. Purpose**

- A. The Airport is periodically approached by entities seeking to engage in advertising on Airport property. This document sets forth the policy of the County with respect to such advertising at the Airport. This policy shall not be construed to limit or restrict the County's ability to identify, inform the public or promote Airport's facilities, services or tenants, or otherwise market the Airport. Should the County institute a County wide advertising policy and in the event there is a conflict between the County's Airport policy and the County wide policy, the County wide policy shall govern and control.
- B. The County goals for airport advertising are:
  - 1. An opportunity to promote both directly and indirectly, the use of local scheduled air service to and from SBP, and contribute to a positive air travel experience.
  - 2. A method to protect and enhance the image of the Airport and the region it serves.
  - 3. A means to generate revenue.
- C. Advertising is recognized as an essential part of airport concession, information and identity programs, and must be developed to be aesthetically consistent with the Airport's design and architecture without interfering with operational efficiencies and 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. Given these considerations, advertisement proposals that meet all three County goals will receive a higher weighting for consideration.

## **3. General**

- A. The display of advertising carries with it a responsibility to protect the County and Airport from potential litigation and to recognize the potential association of advertising images with the County and Airport while simultaneously respecting First Amendment principles. The County addresses these issues through the responsible and consistent application of written criteria for advertising acceptability. It is not the intent of the County to create a public forum through the acceptance of advertising.
- B. The Airport's ability to communicate is crucial to adequate dissemination of information to the public. The Airport has a compelling interest in ensuring that its information distribution channels remain a place for public information concerning the Airport's mission to provide a viable venue for delivery of Air Transportation Services. Any use of the Airport's unique distribution channels for purposes unrelated to or in conflict with its mission are to be avoided, as it effectively "pre-empts" the availability of information to the public regarding the Airport mission. For these reasons, the Airport information distribution channels shall remain nonpublic forums and the County shall maintain its right to limit access to these channels.
- C. The County has an interest in ensuring that the public's perception of the Airport credibility is not negatively impacted by the advertising. When sellers advertise through the Airport distribution channels, the sellers of the products or services could effect the credibility of the

County and/or the Airport, Therefore, where applicable, disclaimers should be placed on information distribution channels stating that neither the County nor Airport endorse or make any representations or warranties about the advertised products or services.

- D. Quantity, quality, and placement of all advertising will be controlled by and subject to specific Airport approval.
- E. Prior to installation the County reserves the right to reject any advertisement, commercial or noncommercial, which is not consistent with County policies. The Airport General Manger shall have authority to reject advertising that is inconsistent with this Policy.
- F. After installation and upon written notice by the Airport's General Manger on grounds that shall be reasonable and on the advice of County Counsel, any advertisement or other display deemed to be objectionable will be removed by Airport at Airport's cost. No refund shall be made for the time such objectionable material was on display.
- G. Any advertiser whose advertising is rejected may appeal the decision to the Director for review and a final decision.

#### **4. Terminal Buildings**

- A. The County will manage advertising on Airport property through the Airport Services Division of the General Services Agency. The County reserves the right to contract with outside vendors to license advertising space. Vendors for such contracts shall be solicited through the County's competitive bid process. Vendors shall be required to utilize all applicable state and/or County' competitive procurement policies and procedures and to comply with this Policy.
- B. Locations for revenue-generating advertising may include, but are not limited to:
  - 1. Banner advertisements on the Airport website,
  - 2. Display advertisements inside the Airport terminal,
  - 3. Pole banner advertisements in the parking lot, and areas elsewhere in and around the Airport terminal.
  - 4. Baggage claim video monitor
  - 5. Advertising includes "links" to other websites on the Airport website, and are subject to advanced approval by the Director.
- C. Advertising in spaces exclusively or preferentially leased by tenants shall be restricted to only goods and services offered by the tenant.
- D. All advertisements proposed on Airport property, no matter where or how placed, are subject to the written consent and approval of the Director prior to installation. Advertiser will be responsible for removing advertisement display at end of permit term and restoring airport property to same condition prior to display installation.

#### **5. Prohibitions**

- A. Except as noted above, no advertising of any nature is allowed along roadways, walkways, pathways, landscaped areas, or on other grounds of the Airport. This includes political candidate, real estate, merchandise and service availability, and employment opportunity signs, which, in company with billboards of any nature, are strictly prohibited.
- B. Advertisements containing flashing messages or which are illuminated by strobe or laser lighting, whether inside or outside any building or structure, are prohibited.
- C. Advertising on the exterior of any building or permanent structure on the Airport is subject to prior written approval of the Director and will be evaluated on a case by case basis. In addition, advertisements on the exterior of aircraft ground service equipment are prohibited.
- D. The County has a legitimate interest in setting boundaries for access to the Airport advertising space to meet the goals set forth in this Policy. Certain types of content will not further these goals and therefore are prohibited. Content prohibitions on advertising include, but are not limited to, the following:
- Tobacco, religious, political, or firearm products/services, or other inappropriate materials or content for the Airport environment, in the sole discretion of the County, is prohibited.
  - Advertising that promotes illegal activities.
  - Advertising that contains matters (language, pictures, photographs, drawings) language which is obscene, vulgar, profane, scatological, or harmful to minors, as defined in California Penal Code Sections 311 and 313.
  - Advertising that appears to make personal attacks on individuals or upon any company, product, or institution; or disparages any service or product or is defamatory in any respect.
  - Advertising that may be interpreted to be offensive to a religious, ethnic, racial, political, or gender group.
  - Advertising that portrays acts of violence, murder, sedition, terror, vandalism, or other acts of violence against persons or institutions.
  - Advertising that depicts nudity or portions of nudity that would be considered as offensive, distasteful, pornographic, or erotic, is obscene, or advertises adult entertainment.
  - Advertising that may be interpreted as condoning any type of illegal discrimination.
  - Advertising that contains images, copy, or concepts that denigrate public transportation.
  - Advertising that may conflict with any applicable federal, state, or local law, statute, or ordinance.

- Advertising that contains false or grossly misleading information.

## 6. **Advertising Criteria**

### **The following criteria will be used to evaluate issuance of a permit for advertising:**

- Whether the advertising is consistent with the Airport purposes, projects, and/ appears to be accurate and current.
- Whether the advertising is relevant, useful and authoritative for citizens, businesses, or government officials.
- Whether the advertising compromises public or employee safety; or compromises the Airport message.
- County at its sole discretion will determine the appropriateness of any proposed advertising and its decision shall be final.

## 7. **Temporary Advertising Signs**

- A. Temporary signs that may be considered advertising in nature may be used by the County's and Airport tenant contractors during construction periods to identify projects, work sites, contractors and work in process as specified in County-approved contract documents.
- B. Other temporary signs that may be considered advertising in nature may be allowed subject to prior County review and approval.

## 8. **In Kind Trades**

- A. *Cross-Promotional Information.* On an occasional basis and only when space is available, The Airport General Manger may use 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 County will not donate a permit for advertising space to any entity for purposes that are not directly related to the Airport's mission. The outside organization involved either must bear the cost of producing such materials or, if approved by the Airport's General Manger, provide an equivalent or greater value in cross-promotional benefits (i.e., advertising space, editorial space, etc.). Any cross-promotional arrangement must be approved by the Director or his/her designee based upon the criteria in this policy statement.
- B. *"Added Value" Materials.* On an occasional basis and only when space is available, The Director may use airport display advertising resources to provide "added value" materials to its

customers. Such materials must present a specific and time-dated offer uniquely provided for commercial scheduled air service such as new service initiatives, discounted dining, leisure activities, and hotel accommodations. Any materials distributed for this purpose must prominently include the relevant Airport or local airline logo(s) and other wording approved by The Airport General Manger to indicate that the offer is specifically designed for airport passengers. The County will not donate for advertising space to any entity for purposes that are not directly related to Airport's mission. The outside organization involved must either bear the cost of producing such materials or, if approved by The Director, provide an equivalent or greater value in cross-promotional benefits (i.e., advertising space, editorial space, etc.). Any added value programs must be approved by the Director or his/her designee based upon the criteria in this policy statement.