



POLICY 7.151

4-C I recommend that the Board adopt the proposed **new** Policy 7.151, entitled “Business Partnership Recognition – Fence Screens.”

[Contact: Kristin Garrison, PX 48935.]

Adoption

CONSENT ITEM

- The Board approved development of this revised Policy at the development reading on September 22, 2010.
- This proposed policy would create uniform standards for design and display of business partnership recognition fence screens taking both community aesthetics and local ordinances into consideration.
- This program enables our schools to recognize its business partners through display of a banner. There are no regulatory costs for small businesses envisioned in this program. We expect impact on small businesses to be favorable, since it offers them visibility in the community.
- Specific design standards; severe weather issues; and school police concerns are addressed.

POLICY 7.151

BUSINESS PARTNERSHIP RECOGNITION – FENCE SCREENS

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1. **Purpose.** -- The District recognizes that athletic sponsors and other business partners provide a vital role in sponsorship of key programs within our schools. As such, schools have increased needs to visibly recognize these partners in the community. In the interests of community aesthetics and in consideration of local ordinances that may prohibit or restrict banners and advertising, these uniform standards have been developed. By permitting the recognition of business partners on school campuses, it is not the intent of the School Board to create or open any Palm Beach County School District school, school property or facility as a public forum for expressive activity, nor is it the intent of the School Board to create a venue or forum for the expression of political, religious, or controversial subjects which are inconsistent with the educational mission of the School Board or which could be perceived as bearing the imprimatur or endorsement of the School Board.

2. **Policy Statement.**
 - a. A “Business Partnership Agreement” form (PBSD 1570) must be used to document all partnerships as well as any screens posted to recognize sponsor donation revenue. A copy of this form is incorporated herein by reference as part of this policy and can be located on the [District’s forms web page](#).

 - b. Because the screens are not considered advertising, the business partner must be informed and fully understand and agree that any funds provided to the school are considered donations.

 - c. In case the screens must be removed for reasons beyond the school’s control, such as safety, regulatory requirements, weather events, etc., no commitments will be made to a specific timeframe or location for screen display. Yet, the school may indicate a maximum timeframe for the display of the screen.

 - d. Screens must not be placed on City or County property; only on School Board-owned property.

 - e. Fence screens must be removed prior to tropical storms or a hurricane event, at the time a Storm Watch is declared. If the fence screen becomes torn or detached from the fence, the Principal shall ensure that it is repaired in a timely fashion.

 - f. Any fence screens to be mounted on exterior fences must involve consultation with (i) School Police regarding any potential safe-sight concerns, and (ii) the Planning Department to determine if there are any municipality-specific

- 37 Interlocal Agreements (currently Boca Raton is the only municipality with such
38 an agreement), regulations or prohibitions.
- 39 g. Screens placed along a residential road with houses or other residential
40 dwellings fronting across the street, must cover no more than 50% of the fence
41 frontage.
- 42 h. In keeping with the express purpose of this Policy not to create or open
43 schools as a public forum for expressive activity, Principals shall use their
44 discretion in selecting and approving business partners that are consistent
45 with the educational mission of the School Board, District and community
46 values, and appropriateness to the age group represented at the school.
47 Examples of inappropriate business partners include but are not limited to:
48 businesses that sell goods or services which are illegal if possessed by or sold
49 to a minor, adult entertainment establishments, businesses whose primary
50 source of revenue is generated from the sale or distribution of alcohol or
51 tobacco products, tattoo parlors, pain clinics and businesses soliciting addicts.
- 52 i. School marquees, whether electronic or manual, shall not be used to advertise
53 or permanently reference business partner recognition; however, they may be
54 used to thank a business partner for a specific one-time support of an event or
55 donation to the school for a specific project.
- 56 j. In the unincorporated areas, the design standards set forth below in
57 Paragraph 3. operate as a "pilot" program until June 30, 2011, as provided for
58 by Chapter 1002.375, Florida Statutes. School center staff can determine
59 whether they are located in the unincorporated area by visiting the Planning
60 department's website and clicking on "Find my District" (The column titled
61 "Municipality" will show as "Unincorporated.")
- 62 k. Nothing herein precludes negotiation of "customized" standards with an
63 individual Municipality or with the County via an Interlocal Agreement in
64 coordination with the Planning Department.
- 65 3. **Design Standards:** Any method of recognition of business partners on fence
66 screens that is substantially visible from outside School Board-owned property
67 shall meet the following standards:
- 68 a. The text must be printed on fence wind screens placed on fences to
69 camouflage the chain link. For safety in high winds, screens are
70 recommended at "85 closed mesh" material for wind resiliency.
- 71 b. The fence screens must all be uniform in size and color. The suggested size
72 coincides with the height of the fence, up to a maximum of 6' high and width of
73 each panel 10' wide. Only two colors may be selected (for example, school
74 colors). The background/screen color and font color used on all screens must

75 be consistently the same color and font style to ensure uniformity. Font size
76 must not exceed 8”.

77 c. Side-by-side banners must not be used to create longer messages.

78 d. Screens must be placed side-by-side (abutting one another), at a uniform
79 height, aligned with the top rail of the fence, for a neat uniform appearance.

80 e. The fence screen must thank the sponsor (Suggested language is: “Thank you
81 to our business partner” or “This school is supported by”).

82 f. No photographs shall be printed on the screens. The business logo may be
83 displayed in the upper left corner of the screen, but it must be no larger than
84 18” by 18” in size, and may use the business partner’s standard corporate
85 colors for the logo only, or in the same color as the font used for the other
86 printed text on the screen.

87 g. Unless purchased by the business partner as stated below, the school must
88 utilize the District’s bid awarded vendor for fence wind screens and follow the
89 District procedures to place an order with the vendor. Prices vary by screen
90 size and quantity of order. The amount donated by the business partner must
91 exceed the District’s cost and provide adequate funding for an important
92 program or activity at the school. As an alternative, the business partner may
93 purchase a fence screen from the vendor of their choice, provided that the
94 design provisions of this policy are followed.

95 h. Any banners or screens hung in areas not substantially visible from the street
96 are exempt from these design standards. In addition, these design standards
97 do not apply to temporary signs concerning school related events.

98 STATUTORY AUTHORITY: Fla. Stat. §§ 1001.41(2); 1001.42(25); 1001.43(4)

99 LAWS IMPLEMENTED: Fla. Stat. §§ 1001.42(11); 1001.43(4) & (5), 1001.51(4)

100 HISTORY: __/___2011



THE SCHOOL DISTRICT OF PALM BEACH COUNTY
OFFICE OF COMMUNITY INVOLVEMENT
Business Partnership Agreement

This agreement is completed by the school/department administrator or liaison. Print the form after completion and choose submit in the drop down menu at the bottom of the form. Click Go to submit data to the Office of Community Involvement. DO NOT CLOSE the form until you have printed and submitted the form. The principal/director and business organization sign the printed copy and the school keeps the original.

SCHOOL/DISTRICT OFFICE

Designated School or Department Number _____ Name _____

Administrator _____ Liaison _____

Address (street, city, state, zip) _____

Phone _____ FAX _____ E-mail _____

BUSINESS/ORGANIZATION PARTNER

Business or Organization Title _____

Contact _____ Title _____

Address (street, city, state, zip) _____

Phone _____ FAX _____ E-mail _____

BUSINESS PROJECT OR ACTIVITY

What type(s) of partnership support will this partnership provide (check all that apply)

- Increase Academic Achievement - Read to students, tutor, provide technical expertise, display student work
- Enhance the Learning Environment - Mentor students, provide time for employees to volunteer, field trips
- Career awareness - Offer job shadowing, internships, career fair or career day, career materials
- Take an Advisory Role - Be a member of a School Advisory Council, participate on a curriculum committee
- Faculty or Staff Development - Invite teachers to in-house training seminars, provide job shadowing for teachers
- Donor / Sponsorships - Donate supplies or equipment, scholarships, sponsor events or field trips

Other _____

RECIPROCAL ACTIVITY

What type(s) of school mutual activities will this partnership provide (check all that apply)

- School T-shirt & spirit items
- Recognition on marquee, newspaper, web site, etc.
- Musical performances for partner
- Assist with company special events
- Communication of school events
- Invitations to special school programs
- Notes from students
- Free tickets to school events & programs
- Appreciation programs
- Specific feedback regarding impact of partnership on students and school
- Display of recognition banner consistent with policy 7.151. By signing below, the business partner acknowledges receipt of a copy of policy 7.151, represents that he/she has read and understood it and specifically acknowledges and agrees to the provisions of paragraphs 2.B. and 2.C.

Other _____

The above business (organization) and educational facility do hereby agree to create an educational partnership which will enhance and improve the quality of education and meet the needs of the students, educators, and the community.

Signature of Business Partner

Date

Signature of Superintendent or Principal

Date

Legal Signoff:

The Legal Department has reviewed proposed Policy 7.151 and finds it legally sufficient for adoption by the Board.

Attorney

Date