

CONTENT FOR MAIN STREET MALL SIGNS

I. PURPOSE:

The purpose of this guide is to explain allowable content and procedures for adding content to two signs (“tickertape” and “curved LED” at the Main Street Mall Building, 101 E. Capitol, Little Rock Arkansas.

II. RESPONSIBILITY:

A. The authority for regulations regarding sign content comes from a Memoranda of Understanding between the City of Little Rock and the Arkansas Department of Finance & Administration Division of Building Authority dated March 29, 2016 (for “tickertape”) and a second one dated November 7, 2016 (for “curved LED”).

B. Initial responsibility for uploading sign content rests with the City of Little Rock Grants Division (Grants Division) per Policy set forth below.

C. Once agreement is reached, responsibility for uploading sign content will rest with the Little Rock Convention & Visitors Bureau (LRCVB) per Policy set forth below.

III. POLICY

A. Agreement to operate the tickertape sign runs from April 1, 2016 to March 31, 2026. The Parties may, upon mutual agreement, extend the term for an additional period of four years.

B. Agreement to operate the curved LED sign runs from October 1, 2016 to March 31, 2026. The Parties may, upon mutual agreement, extend the term for an additional period of four years.

C. Hours of operation for both signs are between 7:00 am and 1:00 am (approximately 18 hours) on a daily basis.

D. Per Memorandum of Understanding for both signs, Content may only be for public notification of artistic or cultural events, or state/city events occurring within the downtown area as described in Exhibit B.

E. Per Memorandum of Understanding for both signs, Content may not include advertisement for the sale of property, commodities, or services, or for any displays of political activity or endorsements, or both.

F. Per City of Little Rock agreement with Creative Corridor nonprofit arts groups, Content may not include notification of for-profit theatrical, musical, or artistic productions.

IV. FORMAT FOR CONTENT

The sign vendor has provided the following guidelines for the tickertape sign.

When designing your own:

- Save as a .JPG, .MOV, or .WAV.
- Use sans serif fonts such as Verdana, Arial, Century Gothic, or Franklin Gothic.
- Avoid using white as a background which causes a flashlight effect.

Tickertape Dimensions (LR1):

For wrap around effect:

96 pixels X 1632 pixels (long) for Adobe

40.8 inches x height 2.4 inches landscape for PowerPoint

For Individual Content on Main Street and 6th Street:

96 x 480 on 6th Street; 96 x 1152 on Main Street for Adobe

2.4 x 12.0 and 2.4 x 28.8 respectively for PowerPoint

Curved LED Dimensions (LR2):

384 pixels wide x 192 pixels high

9.6 inches x height 4.8 inches

A guide to best practices for digital content can be found at:

<http://www.adamsoutdoor.com/spec-sheets/Digital-Best-Practices.pdf>

V. METHOD OF SUBMITTAL

To LRCVB

Please see detailed instructions at Littlerock.com/Main-Street-Mall-Signs

VI. OTHER INFORMATION REGARDING OPERATION OF THE SIGNS

Internet Connectivity to Tickertape

Internet Connectivity to Curved LED

VII. MAIN STREET MALL INFORMATION

The Main Street Mall building is operated by the Department of Finance and Administration, Arkansas Building Authority. According to the terms of the MOU with them:

A. City is responsible for installation, maintenance and operation of the signs in entirety.

- B. Division of Building Authority is responsible for payment of electrical bills for the signs.
- C. Any improvements to the signs or maintenance shall be reviewed and approved by the Building Authority's Design Review Section prior to the start of any work.
- D. City/its functionaries should notify Main Street Mall Operations staff prior to the start and at the end of any capital work performed or any improvements or maintenance.
- E. City/its functionaries should not access areas above the first floor unless escorted by Main Street Mall Operations staff or otherwise approved by the staff.
- F. All work-related items and debris shall be removed from the premises at the end of each day.
- G. City/its functionaries shall not disrupt or interfere with the tenants/occupants/visitors in the building.

The **Ethernet connection** to the signs is housed in the offices of the Arkansas Public School Computer Network on the 1st floor of the building. The office is open Monday-Friday 8:00 am to 4:30 pm.

Contact Information For the Building

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