Approved by Resolution 2026-O

Town of Eatonville
Reader Board Rules for Use and Agreement

Allowable Uses

The following messages are permitted for display:

1. Promotions for entertainment, recreational, educational, festival, sporting, or other events located in the Town or in Pierce County and sponsored by local, non-profit or similar community organizations.
2. Events sponsored by the Town.
3. Events sponsored by other local governments that are likely to bring tourists into Eatonville.
4. Athletic or other special community events that are commercially sponsored and occurring within the Town, when proceeds are used for specific community service projects or donated to a non-profit.
5. Welcoming or other messages, such as those for class reunions, conventions and conferences, athletic tournament participation, local winner of a major event, etc., for events occurring within the Town.
6. Locational voting information or reminders to vote that do not endorse or oppose a specific candidate or ballot measure;
7. Entertainment, sporting, recreational, educational or fundraising events sponsored or promoted by other nearby government agencies;
8. Welcoming home members of the United States Armed Forces from Eatonville.

Use of the Reader Board is limited to one week per application. In order to maintain free access to the reader board, consistent with the established policy, messages shall be provided in a format that minimizes the time necessary for staff to upload the messages to the sign. Reader Board messages are limited to format requirements as established by the Mayor or Designee.

Uses That Are Not Allowed

A proposed message that is not listed as permitted above is prohibited if it does not fit the criteria of allowed signs above. The following are examples of messages that are not permitted for display:

1. Personal messages for family members.
2. Promotion for sales of goods and/or services.
3. Messages from religious organizations promoting an event that is not otherwise in an allowed category.
4. Messages of political parties or political groups promoting an event that is not otherwise in an allowed category.
5. Advertisements for clubs or organizations for an event in the Town that is primarily for local membership participation but not open to the public.

6. Non-governmental messages not promoting an event including, but not limited to, philosophical, political, and religious messages.

The Mayor or Designee will make the initial determination whether to allow or disallow use of the Reader Board.

Name: _____

Address: _____

Phone Number: _____

Event: _____

Date(s) Requested: _____

Event Location: _____

Additional Requirements:

Proof of non-profit or organization status

Event description showing benefit to the community:

_____

_____

_____

_____

Information to be displayed on reader board:

Organization Name
Event Date
Event Time
Event Location
Organization website-if available