

Policy 7.151 Business Partnership Recognition - Fence Screens

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 Interlocal Agreements (currently Boca Raton is the only municipality with such an agreement), regulations or prohibitions.

g. Screens placed along a residential road with houses or other residential dwellings fronting across the street, must cover no more than 50% of the fence frontage.

h. In keeping with the express purpose of this Policy not to create or open schools as a public forum for expressive activity, Principals shall use their discretion in selecting and approving business partners that are consistent with the educational mission of the School Board, District and community values, and appropriateness to the age group represented at the school. Examples of inappropriate business partners include but are not limited to: businesses that sell goods or services which are illegal if possessed by or sold to a minor, adult entertainment establishments, businesses whose primary source of revenue is generated from the sale or distribution of alcohol or tobacco products, tattoo parlors, pain clinics and businesses soliciting addicts.

i. School marquees, whether electronic or manual, shall not be used to advertise or permanently reference business partner recognition; however, they may be used to thank a business partner for a specific one-time support of an event or donation to the school for a specific project.

j. In the unincorporated areas, the design standards set forth below in Paragraph 3 operate as a "pilot" program until June 30, 2011, as provided for by Chapter 1002.375, Florida Statutes. School center staff can determine whether they are located in the unincorporated area by visiting the [Planning department's website](#) and clicking on "Find My Public Official" (The column titled "Municipality" will show as "Unincorporated".)

k. Nothing herein precludes negotiation of "customized" standards with an individual Municipality or with the County via an Interlocal Agreement in coordination with the Planning Department.