

Procedures Regarding Signage on District Property

AP 3222

1. All advertising and/or sponsorship contracts pertaining to signage shall be reviewed and approved by the Vice Chancellor for Business Services.
2. Before approval, the contracts shall be carefully examined to assure that overhead costs are included, that all unrelated business income tax implications are prevented, and that formal bidding routines have been followed in accordance with District and State regulations.
3. All revenue generated through business signs and other forms of campus business advertising, excluding student publications, shall be received by and processed through the District Business Office.
4. Policies and procedures for the distribution of such revenue at the campus level shall be developed by the budget development committee of the respective college, awarding at least 85 percent of revenues to the program that obtained the advertising, the balance going to related educational support services.

See Board Policy 3220—Signage on District Property

Reviewed 3/18/93; 8/16/99