



FACILITY DECORATIONS & DISPLAY POLICY

PURPOSE

This policy establishes clear and consistent guidelines for decorations, flags, and displays at Chamber-operated facilities. As a public-facing organization, the Chamber's physical space should reflect its mission:

“To promote a diversified economy and positive living environment in the Greater Seward area.”

This policy ensures that displays are applied consistently, support the community, and do not reflect individual beliefs or viewpoints.

GUIDING PRINCIPLES

Decorations and displays will be guided by:

- Mission Alignment – Supports a positive living environment and local economic vitality
- Community Representation – Reflects recognized events, seasons, and activities relevant to Seward
- Consistency & Fairness – Applies the same criteria across all displays
- Neutrality – We support members regardless of member's personal, political, or religious viewpoints
- Professional Environment – Maintains a welcoming and respectful public space

ELIGIBLE DISPLAYS

The Chamber may display:

- Seasonal decorations (e.g., winter holidays, fall, summer)
- Community event recognition (e.g., festivals, local celebrations)
- Displays connected to Chamber member events that meet support criteria
- Informational or visitor-focused signage

DISPLAY ELIGIBILITY & DECISION-MAKING CRITERIA

To ensure consistency and alignment with the Chamber's mission, staff will evaluate decorations and displays using the following criteria:

- Is the event hosted by a Chamber member or does it directly benefit Chamber members?
- Is the display tied to a recognized event, season, or community activity?
- Does it support or reflect Seward's community and/or economic vitality?
- Does it align with the Chamber's mission and public role?
- Does it avoid promoting harm, violence, hate speech, discrimination, or exclusion?
- Is it consistent with how similar displays have been handled in the past?

If the majority of these criteria are met, the Executive Director may approve the display.



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TIMING GUIDELINES

- Displays may be installed no earlier than the first day of the month in which the event or season occurs
- Displays should be removed promptly following the conclusion of the event or season

NEUTRALITY STATEMENT ON FACILITY DECORATIONS

Decisions regarding facility decorations and displays are evaluated solely through this policy and its established criteria.

Decorations and displays are based on alignment with the Chamber's mission and established criteria. The Chamber does not use its facilities to endorse individual candidates or individual political, religious, or ideological viewpoints.

Displays are intended to recognize and reflect community events, seasonal traditions, and member-driven activities.

This includes, but is not limited to, displays that recognize cultural, seasonal, recreational, or community-driven events that support local engagement and community vitality.

BOARD OVERSIGHT & REVIEW

Items that present uncertainty or heightened sensitivity may be referred to the Board of Directors. This policy will be reviewed annually.