

Advertising at City Ball Parks
A Telephone Survey Conducted by the MTAS Library
December 2001

Cities/Contacts	Do you allow advertising signs at city ball parks?	If yes, is this regulated by city ordinance, zoning ordinance or written policy?	If no ordinance or written policy exists, are there guidelines?	What do you charge for the advertising?
Alcoa Joe Huff, Parks & Recreation Director (865) 983-9244	No	N/A	N/A	N/A
Brentwood Dave Bunt, Parks & Recreation Director (615) 371-0060	Yes. Only brochures and fliers for non-profit events (no billboards).	Written policy (not available)	N/A	No charge
Bristol* Michael Johnson, Parks & Recreation Director (423) 764-4023	Yes. Advertising is allowed at Little League ball parks, which are owned and run by the city.	City Ordinance and Parks and Recreation Agreements	N/A	An exchange system is used; the advertiser will contribute something to the park, like a scoreboard.
Cleveland Tommy Barrett, Parks & Recreation Director (423) 479-4129	No	N/A	N/A	N/A
Columbia Doug Ruth, Parks & Recreation Director (931) 388-8119	Temporary advertising is allowed.	City Ordinance (Park Rules and Regulations) mentions advertising but does not specifically mention ball parks.	N/A	No charge
Germantown Betty Larson, Office Manager (901) 757-7200	No	N/A	N/A	N/A
Morristown* Craig Price, Parks & Recreation Director (423) 586-0260	Yes. Parks & Recreation Director must approve it first; no permanent advertising has been approved at this time.	City Ordinance	N/A	Fees charged would be determined by situation.
Smyrna* Monty Perkins, Sports Liaison (615) 459-9710	Yes. Some local businesses sponsor youth league teams. Advertising is prohibited only at the football field.	City Ordinance	N/A	Each league sets its own price. Businesses wishing to sponsor a team deal with the leagues directly.

***See attached or contact MTAS Library for information**