



Number: 6-028
Title: Events, Signage and Space Management
Responsible Office: Administrative Services

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I. PURPOSE & INTENT:

The University of South Florida (USF) has the responsibility to create and maintain an environment which will promote the educational goals and objectives of the institution. Therefore, it is within these rights and responsibilities that this Policy with regard to specific commercial and non-commercial activity, signage, and related use, in USF open space is established.

II. STATEMENT OF POLICY:

This Policy establishes parameters for the use of open space to ensure the safety of the USF community while supporting the open exchange of ideas and the engagement of the university campus. This Policy shall be applied in a manner to ensure compliance with the most recent applicable state and federal law. The University reserves the right to cancel or place restrictions on events to protect the safety of the campus as determined by other University Regulations or Policies, University Emergency Services or to comply with an emergency order or restriction by the University or government agency with oversight responsibility.

III. APPLICABILITY & AUTHORITY:

This Policy will be enforced by USF campuses and the respective branch campus law enforcement as necessary. Links for reference are listed below.

IV. DEFINITIONS OF TERMS:

A. Affiliated Groups: Entities that have a written contracting relationship with the University that defines the official relationship.

- B. Departments:** Offices or specific administrative departments with direct budgetary support or specific recognition by the University as an official USF Department or group.
- C. Event:** A scheduled activity, other than a University planned or sponsored program that is delivered by the University such as an academic class, lecture, athletic team competition, academic performance, or administrative activity such as graduation or orientation, which is open for the public to attend or participate including but not limited to exhibitions, expositions, fairs, festivals, entertainment, cause-related, fundraising, leisure activity. An activity that is advertised to the public by any communication means including social media that is not limited to the USF community is considered an event. An event may be one-time or periodic, free, or ticketed. Events require review to ensure appropriate allocation of university business, resources, and personnel as required for the safe operation and mission of the university.
- D. Facilities Management (“FM”):** Facilities Management is a part of Administrative Services with responsibility for campus planning, development, maintenance, enhancement, safety, and the operation of USF's buildings, grounds, and utilities.
- E. Fronting:** The unauthorized use of space by a student organization which includes permitting an outside organization to use university space without approval, student organization sponsorship and participation.
- F. Non-University Entity:** Entities that are independent or not officially recognized by the University.
- G. Student Organization:** A student group officially recognized by USF (Please see USF Regulation 6.017 Student Organizations).
- H. Student Organization Designee:** The person designated by the student organization to coordinate and plan the student organization event.
- I. Student Sponsored:** To be considered Student Sponsored, an event, person, or group (“group”) must be invited on to campus by a student organization. The Student Organization and group must mutually understand that members of the Student Organization will be actively involved, present at all times and will be responsible for related actions and financial obligations.
- J. University Entity:** Entities that are officially recognized by USF through registration, agreement, or designation.

V. PROCESS STEPS/SPECIFIC PROVISIONS:

A. Commercial Activity:

USF defines commercial solicitation and sales as offering goods or services for sale either by advertising or direct sale that results in financial gain to the person selling the items or to a business or an organization. USF authorizes commercial solicitation by external organizations only through formal written contractual relationships. Commercial solicitation or the sale of goods and services by external organizations is otherwise regulated by USF Regulation 6.026 – Distribution of Material and Solicitation on Campus.

1. Door-to-door solicitation is not permitted, including solicitation in USF housing and residence halls.
2. The USF President may delegate the authority to the Purchasing Department to enter into written contractual agreements with external organizations permitting the solicitation and/or sale of goods and services when (a) it is in the best interest of USF; (b) when it is appropriate to provide convenient goods or services for faculty, staff, and students; and (c) when the goods or services support the educational mission of USF. Guidelines for this process are set forth below:
 - a. The standard commercial solicitation or activity form shall be used to reflect the terms and conditions of all written contractual agreements permitting the solicitation and/or sales of goods and services and require authorized signatures and approval by the appropriate responsible officer. The contract form must be obtained from the appropriate facility manager.
 - b. Upon determination by a USF Vice President or Regional Chancellor or facility manager that USF desires to permit solicitation or sale of particular goods or services on their respective branch campuses, the Director of Purchasing & Property Services or the Director's designee shall be consulted to determine if a procurement means other than the form agreement should be employed.
 - c. External or internal organizations or individuals desiring to solicit or sell goods or services on a periodic basis on the Tampa campus may do so only at the USF Bull Market and Bookstore Corral located under the SVC Canopy, conditioned upon application to and approval by the

Director of the Marshall Student Center, Marshall Student Center Administrative Office (MSC 4100 #813-974-5002). Large university organizations with primary responsibility for contracts and agreements, including but not limited to Food Services and Auxiliary Services can be exempted from this requirement (IV-A-3.-C). Each branch campus will determine its own time and place restrictions of the solicitation and sale of goods or services.

- d.** Students, student organizations, individual faculty, individual staff, or individual members of the USF community shall not serve as agents or sales representatives on the campus for external organizations.
- e.** At the Tampa campus, all fundraising or commercial promotional activities planned by student organizations shall be reviewed and approved in accordance with USF Policy 30-016 - Student Events Management.
- f.** Fundraising and promotional activities by employees and USF departments shall be reviewed and approved by the appropriate Vice President.
- g.** Enforcement: Any goods or property displaced, sold, or used on a USF campus for commercial purposes without appropriate authorization for the commercial communication, including but not limited to the actual sold property, goods, or any structure/bicycle/vehicle/physical frame upon which any commercial literature is displayed, may be discarded, or impounded by the appropriate University department. Impounded property may be destroyed or sold at auction with costs assessed against the responsible party named in the literature or against the owner of the goods or property. To avoid sale at auction the owner may take appropriate action which may include:
 - The owner provides proof that the property is not contraband.
 - The owner makes an agreement with the University to sell the goods on campus; or
 - The owner secures a court order for release of the property.

B. Non-Commercial Activity:

1. Permitted Non-Commercial Activity: Non-commercial activities other than Events are permitted in USF locations that are open to the general public and which are consistent with the following general guidelines. Non-commercial activities include but are not limited to verbal and written communications, such as speeches, petitions, and demonstrations pertaining to non-commercial information. These guidelines are to be applied in conjunction with the additional restrictions and/or parameters as referenced in this Policy:

- a. Non-commercial activities are permitted in USF locations that are open to the general public. Areas used as a waiting area to areas not open to the general public such as areas used by persons in lines/queues for sales of products or events or persons attending academic classes that may be held outdoors will be considered a USF location that is not open to the general public.
- b. The activity must comply with the building, department, campus or organization's specific guidelines, college or University policy or regulation and state or federal law.
- c. The activity must not disrupt the University's mission or business nor impede or block sidewalks, building entrances or other areas for normal traffic flow. In areas that require permits or reservations, appropriate paperwork must be completed and approved. Specific permits may be required depending on the extent of the use.
- d. Amplified sound is not permitted on campus except as provided in section H. below.

C. Signage:

With the exception of handheld signage and unattached and properly weighted A-frame signage not exceeding 4' x 3' in size, only students, student organizations or University departments may place signage on University property and such signage must adhere to the following guidelines. Any non-compliant signage will be removed, and costs of removal or cleanup assessed back to the person/organization whose name appears on the signage and/or the person placing the signage.

1. Exterior Signs:

- a. Signs and notices are to be placed only on authorized boards, A-frames, or in door card holders, except as provided herein. No signs are to be attached to any building, tree, or light post except as designated herein. Signs may not be placed on walls, doors, or windows by means of tacks, tape, or adhesives. Any exceptions require an approved [Space Impact Form](#) (Tampa) or a [Space Modification Request](#) (University of South Florida-St. Petersburg).
- b. For any major student-related activity (Homecoming, Greek Week, etc.), a maximum of six large non-electrical signs, not to exceed four feet (4') in width and not to have an overall height of more than eight feet (8') may be displayed.
- c. At the Tampa campus, the Director of the Marshall Student Center or his/her designee must approve in writing the plans for construction, placement, and removal of all such signs (see copy of [Temporary Campus Signage Request Form](#)). Copies of all approvals for the Tampa campus are to be sent to the [Facilities Management \("FM"\)](#). Non-fabric signs that are more than four feet (4') by eight feet (8') must be approved by FM for quality of construction.
- d. Student Government election posters or signs not exceeding four feet (4') by eight feet (8') may be utilized 15 days before election day plus an additional seven days for runoffs. At the Tampa campus, they may be located only in designated areas as shown on the attached listing entitled [Authorized Locations for Signs](#).
- e. Signs should not be placed in a manner which would block a driver or pedestrian's view at any time or any location. Signs placed along the roadway must be placed a minimum of 30 feet (30') from an intersection. They must not block any passageway, obstruct any buildings, signs, or other structures, or otherwise unreasonably distract or interfere with others in carrying out their normal functions and must be removed immediately following the scheduled event. The FM office may be consulted when there are any questions concerning the desired location of a sign.

- f. Directional Signs: Directional signs for meeting, conferences and events being held may be posted at specific locations and must be approved by the FM. The FM must approve the type, size, location, duration, and count of signs.
- g. Parking Signs: All parking related signs, including permanent, directional, event signs or signs to inform of changes in parking designations may be posted after approval by the [Parking and Transportation Services Division](#).
- h. Event Signage at Tampa Campus: All event signage requests must go through the Space Impact Process. Requests for event signage at the Tampa campus must include a [Space Impact Form](#), and in the case of student events, a [Temporary Campus Signage Request Form](#) may also be required. Exception to this is signage posted inside the Marshall Student Center or on MSC controlled grounds.

2. Interior Signs:

- a. Small signs (under 8"x11") may be posted on designated bulletin boards and must be approved by the appropriate Building Supervisor unless it is clearly an open posting board.
- b. All persons wishing to post materials in a USF building must receive prior approval from the person responsible for supervision of the affected building and/or contact the appropriate Building Supervisor for additional information. USF students, student organizations, faculty and staff will be given priority over non-USF persons and entities.

3. Designated Locations for Signs Meeting University Guidelines as set forth in this Policy: The list for designated areas for signage on the Tampa campus can be obtained from [The Center for Student Involvement](#).

4. Enforcement: Signs that are improperly constructed, placed, or allowed to deteriorate into a state of disrepair may be removed immediately by the FM or by the Parking and Transportation Services Division. Violations of this Policy may be reported for sanctions or legal action.

5. Permanent Sign: See USF Policy 6-022 - Campus Design & Construction Program.

D. Displays and Exhibits:

1. Displays and Exhibits need prior approval using the Event Request process or Space Impact process (see W below).
2. Sponsors of displays and exhibits that require interaction and/or participation from bystanders/individuals must ensure that a USF student or employee is present and responsible for the display or exhibit at all times.
3. USF groups that are co-sponsoring an event, display, or exhibit with a non-USF organization shall be responsible for the event. A USF student, employee, or staff member must be always with the display along with a representative of the co-sponsoring organizations. In addition, the USF group must post a sign that is visible to the public and identifies the student organization as the sponsor of the event.
4. Displays and exhibits on lawns must be weighed down with water bags or sandbags. No staking is permitted. Exceptions to this Policy must be approved by the Space Impact process.
5. USF is not responsible for displays or exhibits that are damaged or stolen.
6. A sponsoring group must obtain prior approval from FM, if they drive on surfaces that are not roads or parking lots to deliver a display. Once the display is dropped off, the delivery vehicle must come back at the end of the reservation period to pick up the display. If the delivery vehicle is an over-sized vehicle, it may only be parked on campus with a special permit obtained from Parking and Transportation. Average sized vehicles may park in the [designated visitor parking areas](#), but will require parking permit. USF is not responsible for setting up or taking down displays or exhibits.
7. Vehicles on display must remain parked within the designated area assigned to them. Vehicle engines must remain off while on display.

E. Tents:

1. At the Tampa campus, USF student organizations and departments along with their co-sponsoring groups may set up tents outdoors during their events. Tents are the responsibility of the sponsoring organization. Tents may be on campus only between the hours of 7:00am and 5:00pm. Tents may not be left out overnight. Exceptions to this Policy are the large tents approved for use through the [Space Impact Form](#) process. At least one member of the USF

sponsoring group must stay with the tent at all times.

2. USF is not responsible for moving tents.
3. USF is not responsible for tents that are damaged, missing or stolen.

F. Advertising:

Events are not permitted to be advertised until final confirmation for space is secured from the appropriate scheduling entity. Event sponsors must comply with USF Policy 0-215 - Use of USF Name and Symbols regarding use of logo. Any use of space that includes advertising to persons outside of the University will be considered an event.

G. Security and Safety:

1. Any speaker or performer is responsible for following University policy or regulation.
2. All event planners are expected to provide a safe environment for their events and may be required to utilize the University Police Department services and/or security at events.
3. Any event request may be referred to the University Policy Department (UP) for review and assessment of security needs (see section W (1) & (2) of this policy). The University Police Department is the designated office responsible for making a final determination of adequate security needs at events. The security-related costs will be incurred by the event sponsor(s).

H. Volume of Spoken Words, Sound and/or Music and Restrictions on Amplification:

1. General: The use of amplified sound or elevated voices/volume on any campus must be in conformity with this Policy. Groups or individuals have a duty and obligation to control the level of sound so that their programs, activities, or presentations do not disturb classes or unduly hinder other members of the university community from engaging in their tasks or activities or from enjoying their right to privacy within their living, working, or social spaces. The sound level of any communication must be limited to what is necessary for the event without excessive intrusion or interruption in adjacent areas. In addition to abiding by the guidelines in this Policy, persons must abide by the county and state law and local ordinances regarding noise pollution as defined by Section 403.031(7), Florida Statutes. The University

Facilities/Building Managers, Faculty or other University administrators may request sound levels to be reduced to eliminate a disruption or interference with University process and mission. The University Environmental Health and Safety Division or other law enforcement agency may determine if there is a state or county violation.

2. Amplification of Sound: No amplification of sound is permitted except as follows:
 - a. Any amplification must be at an acceptable distance from academic or administrative buildings as determined by the approving entity or designated representative. Only a University related group or organization will be permitted to use amplified sound in any area. Student organizations must go through the appropriate campus process.
3. At the Tampa campus, student organizations must go through the Student Events Management process described in USF Policy 30-016 Student Events Management and all other University related groups or organizations must go through the [Event Request Form](#). Generally, amplified sound may only be permitted in the following designated areas, however, space and contact information may change, please contact FM for the most up to date locations:

Outdoor Space for Amplified Sound	Appropriate Contact
Andros	Housing
Argos	Housing
Greek Village	Housing
Crescent Hill	Marshall Student Center
Martin Luther King West Plaza	Marshall Student Center
Fowler Field	Campus Recreation
Intramural Field	Campus Recreation
Athletic Facilities	Athletics
Marshall Student Center Plaza	Marshall Student Center
Riverfront Park	Student Affairs

I. Food:

It is strongly encouraged that event planners providing food at their event utilize USF Dining services, including catering, dining halls and national brands food options. Permission to bring food into the Marshall Student Center for events must be approved by the Marshall Student Center. The event planner may be required to check

with the University's Environmental Health & Safety Office for food serving guidelines.

J. Alcohol: Refer to the USF Policy 30-023 – Alcohol Policy

K. Physical Structure:

USF reserves the right to restrict signage, tables, placement, direction and/or technological equipment through its event review process.

L. Buildings, Supervision and Control:

The Building Manager or /Facility Management's authority include the ability to request a disruptive person outside the building to leave the premises pursuant to USF Regulation 4.0140 No Trespass and Loitering.

M. Contracted Events:

Event planners should secure a finalized written event confirmation confirming reservations prior to final execution of any contracted services. Any signed contracts resulting in increased costs to the university will be assessed to the event planner.

N. Force Majeure:

Event planners should ensure that a Force Majeure statement is included in all finalized and executed contracts to protect the university and the event planner.

O. DVD/Video/Music/Video Game/Intellectual Property Usage:

Federal copyright law restricts the use of material protected under Intellectual Property rights for private showings and prohibits their public performance without written consent of the holder of the copyright. A physical license from an approved booking agency is required prior to the start of the event. Failure to produce the license will result in the cancellation of the event and application of cancellation fees.

P. Outdoor Space:

1. Outdoor areas of the campus not connected to a specific use and considered open to the public, may be used for informal, unscheduled, and unamplified expression of opinion or musical event by person participating as individuals without registration or approval. By using the space, the individuals assume all responsibility for the direct and indirect impact of their speech or conduct and must abide by all University policies and regulations.
2. Events as defined in this Policy require specific approval. Event planners who choose to exercise their rights should understand that such rights are not unlimited at the university. The university has an obligation to protect the

rights of others and maintain the ability to conduct university business.

3. University Student Organizations or Departments may request permission for overnight activities and such requests will be subject to review and require approval. Any overnight activity may be assessed additional costs for health and safety needs based on review by University Police, Environmental Health and Safety, and FM. University entities wishing to use the University outdoor spaces and/or indoor venues must secure permission from the appropriate facility manager prior to their reservation. This may involve the use of the Space Impact Request process or the Event Request process and may require additional or specific insurance to be secured by the requestor.
4. Non-University entities are not allowed to host overnight events occurring at outdoor venues.

Q. Fundraising (for philanthropic reasons):

1. If proceeds of a fundraising activity are for an external entity, the event sponsor must display and advertise the name of the philanthropic agency and the percentage of funds to be donated to the agency.
2. The university understands the importance of fundraising activities but cannot absorb costs associated with executing the event. The event planner is responsible for associated costs incurred.

R. Banners:

At the Marshall Student Center, banner space outdoors is only available at the Student Center balcony. Contact Marshall Student Center Administrative Office (MSC 4100 #813-974-5002). For banners in other locations at the Tampa campus, a [Space Impact Form](#) is necessary.

S. Chalking:

Only student organizations or USF departments that are promoting University or Student sponsored events are permitted to chalk to promote their events. Chalking may not be used for commercial advertisement or commercial purposes. In general chalking is to be done only on sidewalks. Chalking is prohibited on buildings, stairways, walls, fountains, covered walkways, breezeways, or other surfaces not designated for this purpose. Chalk sprays, markers, stencils, or paint of any kind are NOT PERMITTED.

T. Recycle:

Groups that sponsor events outdoors on campus are responsible for minimizing their waste stream. Recycle containers must be used at all outdoor events. To request recycling containers at the Tampa campus please go to <http://www.usf.edu/administrative-services/facilities/requests/event-request.aspx> or contact the FM Service Center at 813-974-2845. To request recycling containers at USFSP, please go to <https://www.usf.edu/administrative-services/facilities/requests/index.aspx> or contact [Facilities Services \(“FS”\) for additional information.](#)

U. Trash:

It is the financial responsibility of the group sponsoring the event to have the space cleaned up. Trash bags must be taken to nearby dumpsters. Please determine ahead of time if you will need additional trash containers and then request them from the FM Service Center at 813-974-2845. To request clean up service at USF from FM for events please contact the FM Service Center at 813-974-2845. To request clean up services at USFSP from FS, please go to www.usfsp.edu/workrequest or contact FS for additional information.

V. Distribution of Literature:

1. The distribution of literature is regulated by USF Regulation 6.026 – Distribution of Material and Solicitation on Campus. USF prohibits (1) the posting, distributing, stacking or placement in racks of any commercial material or advertisements and (2) attaching commercial material or advertisements to automobiles, fixtures, bicycles or any permanent or temporary physical structure not directly related to University business without specific approval as provided in this Policy or USF regulations and policies including USF Regulation 4.0010 – Parking General Guidelines, Registration, Rates, and Penalties and USF Policy 6-035 – Abandoned Vehicles. Any commercial material, publication or automobile, fixture, bicycle or any permanent or temporary physical structure used in violation of this Policy will be removed, destroyed, or impounded at the discretion of the University Police Department. All costs incurred in the enforcement of this Policy will be the responsibility of the commercial entity (1) distributing or posting the literature and/or (2) whose name appears on the commercial literature. Additionally, no material of any kind, commercial or non-commercial, may be placed on automobile windshields. Other non-commercial material or literature may be handed out in any outdoor USF location open to the general public. Student organizations are not permitted to distribute literature, which advertises events on or off campus where alcohol will be sold or given away. Student organizations have a responsibility to distribute materials in an appropriate

manner so that it does not litter the campus. Posting is not permitted on trees, poles, fences, sidewalks, or buildings.

2. Failure to adhere to the guidelines for the distribution of literature will be addressed as follows:
 - a. Non-USF entities are subject to being restricted from campus and may be issued a no-trespass warning by the respective campus policing authority. Non-USF entities will also be subject to fines and other appropriate sanctions.
 - b. Students and student organizations will be referred to the Office of Student Rights & Responsibilities (Tampa campus) for violations of the Code of Student Conduct, or the respective student conduct office at each branch campus.
 - c. Any person, entity, or student organization responsible for violating this policy or littering in any fashion will be held responsible for conducting clean-up for any materials on campus and the associated costs.
3. Restrictions on Email Use: USF Information Technology may restrict the unauthorized use of the USF email addresses or system for commercial solicitation purposes including blocking commercial solicitation or other use of email prohibited by USF Policy 0-502 – Appropriate Use of Information Technology Resources.

W. Events:

Adherence to all Regulations and Policies regarding Student Conduct, Reservation of Space and standards for Student Organizations will be required including but not limited to Student Organizations Event and Meeting Services Policies and University Departments Event and Meeting Services Policies. The following information is specific to the Tampa campus. For information regarding student events management at USFSP, please see USF Policy 30-016 – Student Events Management.

1. **Student Sponsored Events** refer to USF Policy 30-016 - Student Events Management.
2. **Event Request Process (For Use of Space):**

All persons or organizations including Departments or Student Organizations seeking to request an event approval must make a request for the use of space

(1) directly from a designated office as indicated on the Event Request Process (noting that events sponsored by a student or student organization on the USF Tampa Campus will follow the [Student Events Management Policy](#)); or (2) to the USF Facilities Management Office using the [Event Request Form](#)). As per section G (3) of this Policy, any event request may be referred to the UP for review and assessment of security needs. Events that include one or more of the following elements will be referred to the UP for review:

- advertised and open to the public
- expected to have a head count near or exceeding space capacity
- known to have a history or instances of behavior not consistent with USF Regulations and Policies
- anticipated to include cash or exchange of goods, minors in attendance or alcohol

The FM or their designee or the appropriate Student Affairs administrator will advise the requestor of the decision of the University and any related security costs and requirements. The event sponsor will be responsible for any additional insurance and for any cost of security or impact on the USF property. Details regarding this process may be found at <http://www.pplant.usf.edu/index.php/areas-and-services/space-impact-process>.

3. **Space Impact Process (for Modification of Space):** Departments or Persons seeking approval to modify University space must submit a [Space Impact Form](#) to USF Facilities Management Office (<http://www.usf.edu/administrative-services/facilities/index.aspx>) to request modification to university space and that FM will provide a response to the Requestor. Typically, this process is issued for:
 - Adding/modifying signage
 - Renovating/remodeling space (excludes routine maintenance)
 - Adding temporary space (e.g., trailers)
 - Locating aesthetic items (e.g., sculptures, trees, banners, etc.)

X. Response to Violations:

1. Any person or University official (defined in USF Regulation 4.0140 – No Trespass and Loitering) may request a person in violation of this Policy to cease the violation or to leave the premises. If the person does not cease the violation or leave the premises, the person may receive an NTO, or be subject to appropriate law enforcement action. University Police may respond directly for immediate safety issues and/or may be contacted by either Student Affairs

or the Building Manager/Facility Manager as needed.

VI. LINKS FOR REFERENCE

- [USF Regulation 4.0010 – Parking General Guidelines, Registration, Rates, and Penalties](#)
- [USF Regulation 4.0140 No Trespass and Loitering](#)
- [USF Regulation 6.026 – Distribution of Material and Solicitation on Campus](#)
- [USF Policy 0-215 - Use of USF Name and Symbols](#)
- [USF Policy 0-502 – Appropriate Use of Information Technology Resources](#)
- [USF Policy 0-505 - Use of University Space \(All-Inclusive\)](#)
- [USF Policy 6-012 – Access Control to Buildings and Facilities](#)
- [USF Policy 6-022 - Campus Design & Construction Program](#)
- [USF Policy 6-035 – Abandoned Vehicles](#)
- [USF Policy 10-503 – Use of University Space for Class or Class Related Activities](#)
- [USF Policy 30-016 - Student Events Management](#)
- [USF Policy 30-023 – Alcohol Policy](#)

HISTORY

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