

**“M” LIGHTING REQUEST
ADMINISTRATIVE PROCEDURE**

PURPOSE: To establish a procedure and a transparent process for lighting the “M” on Box Springs Mountain.

STATEMENT: The City Hall's LED lighting system on Box Springs Mountain for the “M” is designed to enhance local events and be a source of civic unity and pride. The default color will be white. Lighting the “M” promotes the City, its civic institutions, state and federal holidays, and other public events of community significance and times of celebration. The City may accept community requests for special lighting to recognize a specific cause or to commemorate or enhance a specific event consistent with the purposes expressed here. Non-profit and charitable organizations can request that the “M” be illuminated in specific colors to elevate awareness of their cause.

PROCEDURE:

I. Submitting a Request

- A. All requests must be submitted to the City, in writing or online via the form referenced below, at least two weeks prior to the request start date. Requests should be submitted using the online form in the Submit a Request section (<http://www.moval.org/mschedule/index.html>); a confirmation email will be sent upon receipt of the request. Questions about the form or submissions should be directed to City Hall at 951-413-3000.
- B. The City will review each request on a first-come, first-served basis. The City will respond to each request within two weeks from the date the request is received. The City’s response is final.
- C. If the [online form](#) is not convenient, interested parties may submit all the information on the form to ContactUs@moval.org or via mail to City Hall, Attention: M Lighting Request, 14177 Frederick St., PO Box 88005, Moreno Valley, CA 92552-0805.
- D. Available colors and a current schedule for lights on the “M” is located at <http://www.moval.org/mschedule/index.html>
- E. Approval for an M lighting does not guarantee supplemental promotion on the City’s social media channels. The City, at its sole discretion, may elect to supplement an M lighting with notification on selected social media channels. Typically, social media posts by the City in support of an M lighting will only occur for major, local, national and global holidays, and high-profile health, or memorial related causes and locally-relevant events
- F. Recognition will be limited to one day. In extraordinary circumstances, the City, at its sole discretion, may schedule special lighting to run more than one day.
- G. In order to foster fairness among requests, each request must be renewed each year; requests will not automatically carry to future years.

II. Criteria for Requests:

- A. Requests must be consistent with the purposes of the “M,” namely:
 - 1. Enhance local events
 - 2. Provide a source of civic unity and pride
 - 3. Promote the City
 - 4. Promote the City’s civic institutions
 - 5. Promote state and federal holidays

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6. Promote public events of community significance
 7. Enhance times of citywide celebration
 8. Recognize a specific cause
 9. Commemorate or enhance a community event
- B. Priority in choosing colors/patterns for the lights will be given to promoting events that celebrate the City, its civic institutions, City-recognized holidays, public events and festivals; lightings will be scheduled as dates are available. The City reserves the right to deny, modify, cancel, or reschedule all requests at any time.
- C. If multiple requests are made for different colors on the same date(s), preference will be given to events that are locally organized, that affect the largest number of residents, and were submitted earliest.
- D. As stated above, requests spanning multiple days will be limited to one day.
- E. Anniversaries of public events with Moreno Valley connections, or anniversaries of local landmarks and institutions may be considered. However, those requests may be limited to milestone commemorations, such as 1st, 10th, 25th, 50th or 100th anniversaries.
- F. Requests from commercial entities seeking to promote a product or service will not be approved.
- G. Requests to recognize an individual’s birthday, wedding, anniversary, funeral, or similar event will not be approved.
- H. Recurring requests and requests for lighting more than one year in advance will not be approved.
- I. Political, personal, private, or controversial requests will not be approved.