



## POLICY

**OWNER DEPT: COMMUNITY SERVICES**

**EFFECTIVE DATE: JANUARY 07, 2020**

**REVISED DATE: JANUARY 07, 2020**

**SUPERSEDES: COMMERCIAL ADVERTISING POLICY (D 029)**

**MOTION NUMBER: #003-20**

**TITLE: COMMERCIAL ADVERTISING POLICY**

### **POLICY STATEMENT:**

The Town of Slave Lake will provide an advertising program that will permit the sale of advertising in designated areas:

- a) within recreation facilities,
- b) within parks, and
- c) on equipment related to the maintenance or usage of these spaces.

### **POLICY OBJECTIVES:**

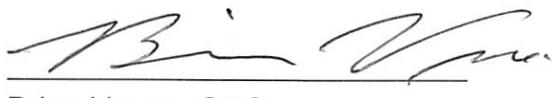
The purpose of this policy is to:

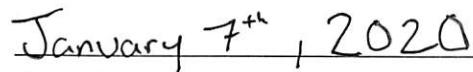
Establish and regulate advertising within recreation facilities, including rink board signage, equipment signage, ice logos, kiosks, and any other advertising opportunities that administration may designate;

Establish and regulate advertising within parks, including rink board signage, sport field fences, equipment signage, advertising benches, and any other advertising opportunities that administration may designate;

Provide a fair and transparent process;

Allow for efficient use of Town resources.

  
\_\_\_\_\_  
Brian Vance, CAO

  
\_\_\_\_\_  
January 7<sup>th</sup>, 2020  
Date Approved

## **TITLE: COMMERCIAL ADVERTISING**

### **PROCEDURE**

#### **Definition**

1. "Advertisement" shall mean a public notice, announcement, message, logo, or graphic placed for the purposes of influencing, educating or informing the public.
2. "Advertiser" shall mean the person, business, company or organization that is placing the advertisement in/on Town property.
3. "CAO" shall mean the Chief Administrative Officer of the Town of Slave Lake.
4. "Council" shall mean the elected council of the Town of Slave Lake.
5. "Director" shall mean the Director of Community Services of the Town of Slave Lake.
6. "Facility" shall mean the Multi-Recreation Centre.
7. "Manager" shall mean the Manager or Parks and Facilities or the Community Relations Manager.
8. "Park" shall mean a park, as described in Bylaw 15-2019 (Parks Bylaw).
9. "Town" shall mean the municipal corporation of the Town of Slave Lake or the geographic boundaries of the Town of Slave Lake, as the context deems appropriate.

## **TITLE: COMMERCIAL ADVERTISING**

### **Responsibilities**

1. Community Relations Manager will approve all advertising content.
2. Manager of Parks and Facilities will be responsible for coordinating the maintenance, installation, and removal of advertising.
3. Advertiser is responsible for all costs associated with design, painting and set up fees, as well as the repair or replacement of the advertising as a result of damage, destruction, defacing, alteration or vandalism.
4. Director has a right to refuse any advertisement according to this policy. The Director will also approve all locations for advertising.

### **Standards/Guidelines**

1. The *Canadian Charter of Rights and Freedoms* ("the Charter") guarantees certain rights and freedoms including the freedom of expression. Should the Town choose to accept advertisements in or on Town property, it may only limit a potential advertiser's freedom of expression by refusing advertisements, as permitted under Section 1 of the Charter. The Charter makes all guaranteed rights subject to "such reasonable limits prescribed by law as can be demonstrably justified in a free and democratic society. The standards and limitations on advertising content set out in this procedure must be viewed in the context of the Town's limited legal liability to deny advertisements under the Charter.
2. The Town shall ensure that all advertising is appropriate and meet specific criteria, as outlined in this procedure without unreasonable interference with rights under the Charter.
3. The Town shall also ensure that the advertising opportunities are fair, consistent and transparent.
4. The content of all advertising shall comply with the Canadian Code of Advertising Standards. In addition, all advertisements must meet the following criteria:
  - a) Must comply with all Federal, Provincial and Municipal legislation;
  - b) Shall be free of questionable taste or in any way offensive in the style, content or method of presentation to the general public;
  - c) Shall be free of demeaning, derogatory, exploitative or unfair comment or representation of any person or group of persons, or any such comment or representation based on race, religious beliefs, colour, gender, physical disability, mental disability, age, ancestry, place of origin, marital status, source of income, family status or sexual orientation of that person or class of persons;
  - d) Shall be free of the promotion of the use of tobacco, alcohol, cannabis, illegal drug products, pornography, weapons and other life threatening products, adult entertainment business, escort services, and related products or brand promotions;
  - e) The Town will not solicit or accept advertising from advertisers whose reputation could prove to be detrimental to the Town's public image;

## **TITLE: COMMERCIAL ADVERTISING**

- f) Advertisements, which are otherwise acceptable under this procedure, must clearly contain the name of the advertiser. The Director may require the advertiser to also include a disclaimer removing any responsibility from the Town for the advertisement;
- g) The advertisement does not breach or conflict with an existing agreement and/or contacts; &
- h) There are no adverse effects on public safety.

The Town reserves the right to reject or require the advertiser to change or remove the advertisement.

### **Policy and Procedures**

1. All interested businesses and organizations shall have equal opportunity to advertise for a fee in designated spaces within a facility or a park. Space will be available on a first come first served basis.
2. Advertising shall meet the standards and guidelines noted in this procedure.
3. In the event of a home/tradeshow, or an event, it may be necessary to temporarily cover existing advertisements and this may be done for a short period of time by a Manager or Director.
4. The Town must provide prior approval of all advertising including location and term.
5. All advertising must conform to Town specifications. All costs associated with the development of the advertisement, design, painting, set-up fees, etc., are the responsibility of the advertiser. The advertiser will be responsible for damages or problems arising from materials used in the installation of the advertisement.
6. The Town will not be responsible for damaged or stolen advertisements, not business losses as a result of damaged or stolen advertisements.
7. The Advertiser will be responsible for repair or replacement of the advertisement as a result of damage, destruction, defacing, alteration or vandalism. In the event the Town identifies the advertisement is showing signs of wear, the advertiser will be notified and steps must be taken by the advertiser to complete necessary repairs and/or upgrades.
8. Except as may be provided in an individual contract with an advertiser, fees are due and payable on an annual basis to retain the right to display the advertisement. The Town will invoice in January of each year and rental will be payable on or before March 30, of the year of invoice.
9. The Commercial Rate Bylaw identifies the Advertising Fees associated with each location and type of advertising media.

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10. A signed advertising agreement must be in place prior to the placement of advertising. All fees are due prior to installation. Advertising shall be removed if any amounts are not paid or the agreement is expired.

11. The Town reserves the right to place its own advertising on any approved space.

12. Within a Facility:

- a) The advertiser of ice logos are responsible for the costs of any stencils, or paint required to place the logo on the ice surface or paper/vinyl required to place the logo within the ice.
- b) For advertiser using a kiosk, the Town will oversee the installation of the kiosk. Monthly internet and power fees will be included within the annual cost. Installation charges are not included in the annual cost.
- c) The Town will install approved arena advertising signage and cover the sign with appropriate protective material where applicable. Installation charges are not included in the annual cost.

13. Within a Park:

- a) The advertiser is responsible for all costs of ads on outdoor fixtures, including benches, ball diamond fences, etc.