

1. Purpose

The Municipality of Strathroy-Caradoc acknowledges the significance of its Advertising Revenue Generation Policy, which establishes a framework for managing public advertising media and space. This policy aims to provide appropriate guidelines to maximize revenue opportunities while enhancing the Municipality's resources.

Recognizing the sale of commercial advertising media and space as a viable revenue source, the Municipality seeks to offset municipal operational costs, supplement user fees, and alleviate taxation burdens. However, this pursuit of additional revenue streams must be carefully balanced with several considerations:

- Ensuring there are no adverse impacts on public safety or the Municipality's image.
- Upholding corporate and community values through the advertising content.
- Avoid conflicts with existing Municipal policies on sponsorship, corporate naming rights, and other pertinent bylaws.

By following these principles, the Municipality endeavors to responsibly manage its advertising program while promoting its financial sustainability and community values.

2. Scope

The Municipality of Strathroy-Caradoc allows commercial advertising on Municipal property, at community events, and in Municipal publications in accordance with the guidelines set out in this policy. This policy governs all paid advertising conducted by individuals or corporations on Municipal property, at Municipal and community events, and in Municipal publications.

In cases where the Municipality has established formal agreements with other groups or organizations, considerations regarding commercial advertising media and space will be integrated into these agreements. This integration will be subject to the approval of the Director of Community Services or their designate, ensuring alignment with the Municipality's objectives and standards.

Definitions

“Paid Advertising” shall mean the sale to external businesses and organizations of advertising space on municipally printed materials and Municipal property or events or in conjunction with a Municipal program. Unlike sponsorship, advertising sales involve the simple purchase of advertising space

sold at rates determined or agreed to by the Municipality, for a specific period of time. The purchase of advertising space does not imply that the advertiser is entitled to any additional benefits from the Municipality other than those accruing from access to the space purchased;

“Municipal Property” shall mean all land, parkland, playfields, boulevards, buildings, vehicles, mobile signage, etc., owned and/or managed under a lease or license by the Municipality;

“Municipal Publication” shall mean any publication, including all media produced by or for the Municipality of Strathroy-Caradoc;

“Municipal Event” or **“Municipal Program”** shall mean any activity organized by Municipal staff and supported by a Municipal Department/Division or approved by Council;

“Advertising Media and Space” shall mean any advertising opportunity defined as being for sale by the Municipality to advertisers on a Municipal Property, in a Municipal Publication, at a Municipal Program, or at a Municipal Event and is meant to encompass all possible advertising mediums in these contexts.

“Pouring Rights” shall mean a type of advertising in which a corporation, an organization, or an individual purchases the exclusive right to supply and promote their beverages at a Municipal facility in exchange for significant cash and/ or other considerations over a long-term agreement;

“Heritage Requirements” shall mean those rules and regulations under which a property or portion of a property has been identified as having cultural heritage value to the community. These properties are identified within the Municipality of Strathroy-Caradoc’s Heritage Properties Register or the Ontario Heritage Act Registry;

“Environmental Protection Area” shall mean municipally owned lands that are designated as Environmental Protection Areas (EPAs) by the Municipality’s Official Plan and associated zoning bylaws.

3. Responsibility

It is the responsibility of the Director of Community Services or their designate to oversee this Policy.

4. Procedure/ Policy

The Municipality will maintain control over the planning and delivery of advertising activities through the administration of all advertising contracts by the Director of Community Services or designate as well as review and approval by the Director of Community Services or designate of all terms relating to advertising in other contracts.

Advertisers will be required to ensure that all advertising proposals intended for use on Municipal property or in Municipal publications meet the following criteria as administered and approved by the Director of Community Services or designate:

- a) Advertising shall meet the standards set out by the Canadian Advertising Standards Council, www.canadianadvertisingstandardscouncil ; the freedoms of expression protected under The Charter of Rights and Freedoms; and the Municipality of Strathroy-Caradoc's Branding Policy and Digital Assets.
- b) Advertising shall adhere to any Municipal bylaws or policies, for example, with regard to signage including those relating to heritage and business standards.
- c) Advertising must not impact the quality and integrity of the Municipality's properties, buildings, or streetscape.
- d) Advertising on Municipal property must have no adverse affect on public safety and Municipal liability.
- e) The costs of all design, production, installation, maintenance and removal costs of advertising devices and remediation of sites will be the responsibility of the advertiser.
- f) Any proposal for advertising on Municipal Property must ensure advertising elements do not detract from the integrity of the landscape and are in keeping with the character of the property; do not conflict with existing or proposed objects within the right of way; and do not conflict with existing vehicular, pedestrian or cycling traffic.

4.1. Legal Requirements

The Municipality's Department of Community Services is responsible for soliciting, negotiating, and administering advertising agreements. Advertisers will be expected to enter into appropriate agreements with the Municipality, as approved by the Director of Community Services or designate, where necessary, and must meet the general requirements in this section and the site-specific requirements in the following section.

Agreements shall not in any way invoke future consideration, influence, or be perceived to influence the day-to-day business of the Municipality.

4.2. Restrictions on Advertising

The Municipality will not allow advertising, either directly or through third party arrangements, that:

- a) Implies the endorsement by the Municipality of any one product or service over another.

- b) Includes the requirement or opportunity for a Municipal employee to receive any product, service or assets for personal gain or use.
- c) Conveys a negative message that might be deemed prejudicial to any religious group or belief;
- d) Promotes tobacco, alcohol and other addictive substances at venues geared primarily to children;
- e) Presents a discriminatory, demeaning or derogatory portrayal of individuals or groups or contain anything which, in light of generally prevailing community standards, is likely to cause deep or widespread offence.
- f) Has an impact on heritage property or changes the physical quality and integrity of heritage properties, buildings, or streetscapes.
- g) Impinges or encroaches on applicable heritage requirements.
- h) Conflicts with accepted Federal and Provincial public health policies and practices, such as the Health Protection and Promotion Act of Ontario, the Canada Food Guide, Canadian Children's Food and Beverage Advertising Initiative.
- i) Is located on Municipal Property that is designated or zoned as Environmental Protection Area (EPA) unless:
 - i. The advertising is temporary and is associated with an event that takes place on the municipally owned EPA lands and that has been permitted by the Municipality, or
 - ii. The advertising is attached to a municipally owned vehicle or other mobile asset that may pass by or through EPA lands as part of its normal operation.
 - iii. All political and other non-commercial expressive advertising will indicate that it is paid for by a party or candidate, so as to avoid any impression that the Municipality is supporting any particular party, candidate or point of view.

Unsolicited advertising proposals received by the Municipality will be reviewed and evaluated by the Director of Community Services or designate as per the provisions of this policy and existing contractual obligations. The Municipality reserves the right to reject any unsolicited advertising opportunities that have been offered to the Municipality and to refuse to enter into agreements for any advertising that originally may have been openly solicited by the Municipality.

All advertising agreements shall be evaluated on an annual basis to determine continued benefit. The term of all agreements shall not exceed three years unless authorized by the Director of Community Services or designate.

The Municipality reserves the right to terminate an existing advertising agreement should conditions arise that make the agreement no longer in the best interests of the Municipality.

Any requests by outside advertisers or any other party to use the Municipality of Strathroy-Caradoc logo, representing the Municipality in advertising, or any other media must be approved by the **Communications Coordinator or designate**. Use of the Municipality's logo in combination with the advertiser logos will be in keeping with the Municipality of Strathroy-Caradoc's Branding **Policy and Digital Assets**.

5. Related Documents/Legislation

6.1. The Canadian Code of Advertising Standards

6.1.1. www.canadianadvertisingstandardscouncil

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