



THE CORPORATION OF THE MUNICIPALITY OF KINCARDINE REPORT

Subject: Advertising Revenue Generation Policy
Director: Community Services
Manager: Recreation & Community Programs
Report Number: Recreation and Community Programs-2023-09
Meeting Date: Wednesday, July 5, 2023

Recommendation:

That Council approve the Advertising Revenue Generation Policy as presented.

Date to be considered by Council: Monday, July 10, 2023

Report Summary:

The Advertising Revenue Generation Policy provides direction for the sale of commercial advertising media and space on municipal property as an appropriate revenue source to offset the costs of municipal business by supplementing user fees and reducing taxation.

Origin: Council requested during budget deliberations to find an additional \$25,000 through an advertising program.

Existing Policy: NA

Background/Analysis:

Advertising on municipal property has been a long-standing program in many municipal facilities, parks and on promotion pieces. Municipalities need to continue to be creative in their means of attracting businesses to promote their product or services within facilities.

Nurturing relationships is a valuable component in the process as well as ensuring that the Municipality has a detailed policy that articulates what the requirements and parameters are for advertising capacity.

Staff have drafted an Advertising Revenue Generation Policy that provides details of the effectiveness of such advertising. By ensuring that the Municipality has a relationship described in a formal agreement with groups/organizations, provides a comprehensive layout of the expectations by both parties.

The Policy ensures that the Municipality maintains control over the planning and delivery of the advertising activities as well as the terms and conditions contained within the contracts.

Advertisers will be required to guarantee that all advertising proposals entered into meet clear criteria that are appropriate for family facilities and space.

This policy is a housekeeping item to ensure that the Municipality has the appropriate steps in place to effectively provide opportunities for advertising on municipal property.

Integrated Strategy 2020 – 2025 REG 4. Improve organization efficiency and be more innovative.

Financial Implications: The Advertising Revenue Generation Policy will support future revenue opportunities through effective advertising campaigns.

Attachments: Advertising Revenue Generation Policy

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