



Staff Report to Council

Parks, Recreation and Culture

FILE: 01-0340-50/24

REPORT DATE: April 29, 2024 **MEETING DATE:** May 07, 2024

TO: Mayor and Council

FROM: Diane Chamberlain, Director Parks, Recreation and Culture

SUBJECT: Policy Update – Sponsorship and Advertising of City Owned or City Managed Assets

CHIEF ADMINISTRATIVE OFFICER REVIEW/APPROVAL:

RECOMMENDATION(S):

THAT Council:

- A. Approve the amendments to Council Policy C059 - Sponsorship and Advertising of City Owned or City Managed Assets, as presented at the May 7, 2024 meeting of Council; OR
 - B. Other.
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PURPOSE

To provide information for Council consideration of the proposed amendments to Council Policy C059 - Sponsorship and Advertising of City Owned or City Managed Assets.

Information Report Decision Report Direction Report

DISCUSSION

Background:

The review of Council Policy C059 - Sponsorship and Advertising of City Owned or City Managed Assets was identified as a key initiative in the 2024 Business Plan. Upon review of this policy, staff and the Parks, Recreation and Culture Advisory Committee are recommending a number of updates.

Relevant Policy, Bylaw or Legislation:

C004 – Public Use of Municipal Billboards, A005 – Social/Digital Media and Website Managed

Policy, C012 – Purchasing Policy, C018 – Cross Street Banners on Harris Road, C024 – Street Naming, and C084 – Naming Rights on City Owned or City Managed Assets.

Analysis:

The Sponsorship and Advertising Policy C059 was last reviewed in 2015, and at that time was managed by the Information Systems and Services Department. Since then, the city established its own Parks, Recreation and Culture Department (PRC) in 2016, and up until that time sponsorship and advertising was not something the city actively pursued.

The existing policy is silent regarding advertising on the City Website, Municipal Billboards, and Cross-street Banners, however; these are covered under other policies, and to avoid confusion have been added to the exclusions list under the new policy.

Within the existing policy, the definition of “property” excludes streets and lanes; however, streets are not listed under exemptions within the current policy. These have been added to the list of exemptions under the new policy to avoid confusion, as there a separate policy specific to the naming of streets.

Throughout the new policy and at the recommendation of the PRC Advisory Committee, language has been changed to strengthen the city’s position to either reject or revoke existing sponsorship and advertising where it could harm the city’s public image, who present demeaning or derogatory portrayals of individuals or groups, contain content likely to cause deep or widespread offense, or where it does not align with the city’s core values.

C059 Sponsorship and Advertising of City Owned or City Managed Assets Policy

This policy was amended to:

- update the format to the new Council Policy template;
- update terminology and definitions;
- update the list of exclusions to include:
 - city assets that fall under the Park Amenity Donation Program
 - street names
 - social/digital media and website
 - municipal billboards
 - cross-street banners
- update and strengthen the city’s position to decline new sponsorship and advertising, and/or terminate existing sponsorship and advertising agreement if they are no longer deemed beneficial or align with the city’s objectives and values
- remove items of operational nature.

There are no other substantive changes to the content or intent of the Policy.

COUNCIL STRATEGIC PLAN ALIGNMENT

- Principled Governance Balanced Economic Prosperity Infrastructure
 Community Spirit & Wellbeing Corporate Pride Public Safety
 Not Applicable
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WORKPLAN IMPLICATIONS

- Already accounted for in department workplan / no adjustments required
 Emergent issue / will require deferral of other priority(ies)
 Other
-

FINANCIAL IMPLICATIONS

- None Budget Previously Approved Referral to Business Planning
 Other
-

PUBLIC PARTICIPATION

- Inform Consult Involve Collaborate Empower

Comment(s): The Parks, Recreation and Culture Advisory Committee was consulted and their recommendations have been incorporated into the new draft policy.

KATZIE FIRST NATION CONSIDERATIONS

- Referral Yes No Other
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SIGN-OFFS

Written by:

Diane Chamberlain,
Director Parks, Recreation and Culture

Reviewed by:

Mark Roberts,
Chief Administrative Officer

ATTACHMENT(S):

- A. Proposed new Council Policy C059 – Sponsorship and Advertising of City Owned or City Managed Assets