

POLICY TITLE <i>ADVERTISING IN RECREATION FACILITIES</i>	ADOPTED BY: <i>CITY COUNCIL</i>	EFFECTIVE DATE <i>FEBRUARY 8, 1988</i>
ORIGIN/AUTHORITY <i>CITY COMMISSIONER REPORT NO. 5-1988</i>	CITY FILE NO. <i>CC 611-5 & 5000-1</i>	PAGE NUMBER <i>1 of 2</i>

1. **PURPOSE**

To generate revenues at recreation facilities operated by civic departments (i.e. excluding civic boards and commissions).

2. **POLICY**

The City will promote and pursue the rental of advertising space at recreation facilities owned by Civic departments.

2.1 Advertising - the City will not allow the installation of advertising signs that promote tobacco products. Advertising signs that promote alcoholic beverages, breweries or distilleries will only be allowed at facilities specifically designated by City Council. The City will retain the discretion to refuse to allow the advertising of any product, service, or issue that is deemed, in the opinion of the Board of Administration, to be inappropriate for a particular recreation facility.

2.2 Advertising Sign - the design, construction, location, installation, maintenance and removal of signs shall be subject to the discretion and control of the City.

2.3 Removing/Covering Signs - the city reserves the right to temporarily remove or cover any advertising sign that, in the opinion of the City, is incompatible with a function or event being held at a particular facility.

a) Requests for the temporary removal covering of signs must be made to the City, in writing, by the organization leasing the facility for the function/event.

b) The organization leasing the facility for the function or event shall be responsible for all costs associated with the temporary removal, covering, re-installation and uncovering of advertising signs.

c) The City has the right to refuse any request to cover or remove an advertising signs(s).

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- 2.4 Advertising Rates - the City's rental rates for advertising space will reflect market value which may vary depending on the location of the space.
- a) The City will, unless circumstances warrant otherwise, rent advertising space on a first-come, first-served basis.
 - b) The City may, where circumstances warrant (i.e. when demand for a particular space exceeds supply), rent advertising space through the application of formal tendering procedures.
- 2.5 Contract - advertising signs shall not be installed unless so-authorized under a formal written contract with the City.
- 2.6 Revenue Sharing - the City may enter into a formal agreement with a major lessee of a facility, to provide for the sharing of revenues and costs associated with advertising signs installed in the facility.

3. RESPONSIBILITIES

3.1 City Council

- a) Designates specific facilities where advertising signs, promoting alcoholic beverages, distilleries and breweries, will be allowed.
- b) Approves any and all changes to this Policy.

3.2 Parks and Recreation Department

- a) Subject to the provisions of this Policy, handles all matters pertaining to the rental of advertising space at recreation facilities owned by Civic departments.