

	City of Wetaskiwin Policy:	CONTRIBUTIONS FOR CITY PROMOTION
Policy # CO-37	Approved: March 27, 2017 Res. No. #030-17	Revised N/A

Policy Statement

The City of Wetaskiwin may contribute funding for advertising or promotion of the City, in accordance with the provisions of this policy, where it is determined that such a contribution will provide a benefit to the City. The City Manager will be delegated the authority to unilaterally approve contribution opportunities subject to the limitations established within this policy.

Definitions

Nil.

Standards

1. Promotional or advertising contributions for events, programs or activities to a maximum \$5,000.00 per receiving entity, per year, can be approved by the City Manager, subject to funding availability within the current year's budget, without Council's prior approval being required.
2. Contributions can be approved for either for-profit or not-for-profit entities provided that the City Manager is satisfied that the City of Wetaskiwin will benefit in one or more of the following ways:
 - a. The funds will go towards advertng or promotion of the City for an event, activity or program that will enhance and promote the City of Wetaskiwin as a whole;
 - b. The advertising or promotional contribution will support an endeavor that will create a beneficial economic opportunity to the community (i.e. the cost of the contribution for advertising/promotion will be exceeded by the anticipated financial benefit to the community);
 - c. The advertising or promotional contribution will support one or more of the goals or objectives identified within the City of Wetaskiwin's Strategic Plan.

3. Notwithstanding the authority provided above, the City Manager, in his/her sole discretion, may refer any request received for advertising or promotion under this policy to Council for direction or decision.
4. The City Manager, or his or her designate, will provide Council with periodic updates regarding administratively-approved contributions.
5. City recognition or promotion is to be completed as per administrative guidelines.