



POLICY AND DIRECTIVES		
Advertising on City Infrastructure		
#ADM-GEN- 1.0	Date Approved/ Resolution # March 15, 2010-Res. 41/2010	Date Revised:

**POLICY:**

To generate revenues the City will promote and pursue the rental of advertising space at City operated recreation facilities and on select City property.

**ADMINISTRATIVE APPLICATION:**

- 1) The City may enter into agreement with an outside agency for the purpose of promoting and pursuing the rental of City advertising space. When such is the case, the outside agency must adhere to this policy.
- 2) The City will not allow the installation of advertising signs that promote tobacco products or alcoholic beverages. 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 City Manager, to be inappropriate for a particular facility, property item or piece of equipment.
- 3) All advertising installed must respect the City of Thompson’s nutritional values (*and must abide by the City’s Nutritional Policy*). For every one sign installed advertising an unhealthy living choice the organization installing the sign must further install a sign promoting a healthy option. For example, if a company were to install a sign promoting a soft drink the company would also be obligated to install a sign promoting a healthy choice such as water or juice. 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 City Manager, to be inappropriate for a particular facility, property item or piece of equipment.
- 4) The following rules apply to advertising in which information, terms, expressions or symbols that could reasonably be associated with gambling are depicted:
  - a) Advertising may not encourage or promote irresponsible or excessive play of casinos or gaming machines.

- b) Advertising shall not either directly or indirectly imply that gambling enhances, affects, or is an essential element for the realization of a desired lifestyle, personal performance, social acceptance or the resolution of social or personal problems.
  - c) Advertisements shall not contain scenes in which gambling or betting activity is actually occurring.
  - d) This policy does not prohibit local organizations from advertising on City infrastructure for fundraising events such as local raffles, or bingo events.
- 5) Advertisements may not be used to disparage or discredit another company, business or product.
  - 6) Photographs or other representation of real life people in advertisements are not permitted without prior consent.
  - 7) The design, construction, location, installation, maintenance and removal of signs shall be subject to the discretion and control of the City or as designated when an outside agency has been contracted to sell the advertising space on the City's behalf.
  - 8) 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 the location where the advertisement is located.
    - a) Requests for the temporary removal or covering of signs may be made to the City, in writing, by an organization hosting a function or event.
    - b) The organization hosting 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 sign.
  - 9) The City's rental rates for advertising space will reflect market value and 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 (ie. when demand for a particular space exceeds supply), rent advertising space through the application of formal tendering procedures.
  - 10) Advertising signs shall not be installed unless so-authorized under a formal written contract with the City or the outside agency contracted to sell the advertising space on the City's behalf.

- 11) Advertising for other than City specific needs will only be allowed in appropriately zoned areas.
- 12) The Location of any sign must be approved by the City Manager
- 13) During issues of pressing public interest, electronic information signs will be, upon request of the City Manager, made available for City use. The City will only be responsible for refunding, on a prorated basis, any sign advertising costs that have been paid for the use of the sign by another individual or organization.



**City of  
Thompson**

**RESOLUTION**

DATE: January 4, 2010

NUMBER: 41/2010

MOVED BY COUNCILLOR: HAROLD SMITH

SECONDED BY COUNCILLOR: [Signature]

WHEREAS the City of Thompson wishes to ensure that the Advertising Policy prevents activities related to gaming within or on City infrastructure;

NOW THEREFORE BE IT RESOLVED the Council revises the Advertising Policy as attached.

*TABLED  
COUNCILLOR LUTHER  
COUNCILLOR WILSON  
CARRIED*

*LUTHER  
SMITH  
CARRIED*

Defeated

[Signature]  
Carried