

POLICY MANUAL

Title: Park and Facility Advertising		Policy No.: 4.28
		Supersedes: P123
Authority:	<input type="checkbox"/> Legislative <input checked="" type="checkbox"/> Operational	Effective Date: March 9, 2021
Approval:	<input checked="" type="checkbox"/> Council <input type="checkbox"/> CMT <input type="checkbox"/> General Manager	Review Date: 2022
Policy Statement: This policy establishes that a company or business that wishes to advertise their products or services by means of signage or other promotional materials in parks, buildings or facilities must first enter into an advertising agreement with the City of Maple Ridge.		
Purpose: To recognize that Advertising Signage by the private sector has some potential to generate revenue and thereby assist in the recovery of costs associated with recreation facilities, programs and activities and services.		
Definitions: Advertising Signage means a corporate logo, name or trademark attached by any means to any visible surface.		
Key Areas of Responsibility		
Action to Take	Responsibility	
To follow guidelines regarding what constitutes acceptable advertising in public areas.	Parks, Recreation & Culture Staff	
To facilitate a procedure for community groups to follow in seeking advertising approval and revenue sharing when deemed necessary to cover any associated costs to the City.	Parks, Recreation & Culture Staff	