

Title: Promotional Merchandise

Policy No: 1004

Effective Date: May 28, 2024

Motion Number: 24.05.280

Department: CAO Services

Review Date: May, 2024



Legal References:

Not applicable

Cross References:

Not applicable

Purpose: Promotional Merchandise is used to market Greenview’s brand and promote hospitality within the community. This policy establishes the principles by which Councillors may receive and distribute Promotional Merchandise.

1. DEFINITIONS

- 1.1. **Greenview** means the Municipal District of Greenview No. 16.
- 1.2. **Promotional Merchandise** means items which are branded with a Greenview logo and are distributed to promote Greenview’s brand.

2. POLICY STATEMENT

- 2.1. This policy applies to Promotional Merchandise provided to Councillors as a function of their position and Gifting Promotional Merchandise which Councillors may distribute at events during the course of their duties.
- 2.2. This policy does not apply to Promotional Merchandise which is assigned to a department’s budget, including In-Kind Donations or Promotional Merchandise given out at Greenview sponsored events.
- 2.3. Promotional Merchandise is distributed at events to express hospitality, foster regional pride, and market Greenview’s brand.
- 2.4. Promotional Merchandise shall not be distributed at private functions or events which do not benefit Greenview or its residents.
- 2.5. Promotional Merchandise dispersed pursuant to Sections 3.1 and 4.2 shall be tracked in Council’s annual budget.

3. PROMOTIONAL MERCHANDISE CLOTHING

- 3.1. Council shall have an annual Promotional Merchandise clothing budget established. Unless paid at a Councillor’s own expense, no member of Council shall acquire clothing in excess of their budgeted amount:
 - A) The Reeve shall be budgeted \$500.00; and
 - B) Each Councillor shall be budgeted \$350.00.

- 3.2. Councillors will receive a predetermined amount of Promotional Merchandise clothing as part of their Councillor orientation package.
- 3.3. Councillors may request Promotional Merchandise clothing sourced from other distributors if Greenview’s stock is not suitable for their needs.

4. PROMOTIONAL MERCHANDISE GIFTING

- 4.1. Promotional Merchandise gifting happens when Promotional Merchandise is freely given out by the Reeve or Councillors while attending functions as elected officials.
- 4.2. Council shall have an annual Promotional Merchandise gifting budget established. No member of Council shall gift more than their budgeted amount:
 - A) The Reeve shall be budgeted \$2,500.00; and
 - B) Each Councillor shall be budgeted \$750.00.
- 4.3. Councillors have full discretion to disperse Promotional Merchandise up to their budgeted amount.
- 4.4. The following ranges are recommended, per recipient, when gifting Promotional Merchandise:

Level 1 – Less than \$15.00	Public events, non-profit events, and community groups.
Level 2 – \$15.00 - \$99.99	Boards and committees, Greenview sponsored events, and conferences.
Level 3 – \$100.00 - \$200.00	Industry and intergovernmental partners.

5. COUNCIL RESPONSIBILITIES

- 5.1. Councillors shall notify Administration when Promotional Merchandise is acquired so that it may be budgeted.
- 5.2. Councillors shall ensure their distribution of Promotional Merchandise does not exceed their allotted budget.

6. ADMINISTRATION RESPONSIBILITIES

- 6.1. Administration shall track Council’s Promotional Merchandise expenditures and apply such expenditures to Council’s annual budget.