

# Report to Municipal Council



<b>Meeting Date:</b> March 5, 2025	<b>Report Date:</b> February 26, 2025
<b>Reason Before Council:</b> Policy Direction / Approval	<b>Priority:</b> Normal
<b>Department:</b> General Government	<b>Type of Meeting:</b> Committee of the Whole

**Report Title:** Request for Donation - Fishing Tournament Top 50 Advertising

## **Recommended Resolution:**

That Council approves the advertising in the Top 50 Pike Series Tournament Trail Magazine for a total cost of approximately \$225 for a quarter page.

And that the CAO or designate is authorized until further notice to approve future advertising in the Top 50 Pike Series Tournament Trail Magazine respecting the budget and spending limits as may be imposed by Resolution.

## **Analysis & Background:**

Like last year, requesting approval for advertising in the Top 50 Pike Series Tournament Trail Magazine. The Municipality has been buying advertising space for over a decade in this magazine.

The ad itself was changed last year to promote the rental of the Municipal facilities which now can be considered advertising and not a donation.

As this is a low amount and as our annual budget amount is +/- \$1,000, the delegation for approval should be delegated at staff level.

Please note also this advertising account includes any swag such as pens, pins or other items that is typically ordered to distribute by Council / staff at events.

As budget is normally passed near or after the due dates for the advertising, Council could review advertising expenses at budget time if they so wished for current or future purchasing of advertising space.



**Attachments:**

- Copy of advertising

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