 TOWN OF COMOX		POLICY AND PROCEDURE MANUAL
Section: COUNCIL	Number: CCL-074.01	Office of Primary Responsibility: CORPORATE SERVICES
SALE OF ADVERTISING		
Type: <input checked="" type="checkbox"/> Policy <input checked="" type="checkbox"/> Procedure	Authority: <input checked="" type="checkbox"/> Council <input type="checkbox"/> Administrative	Approved By: <input checked="" type="checkbox"/> Council <input type="checkbox"/> Chief Administrative Officer <input type="checkbox"/> Department Head
Date Adopted: May 3, 2023	Date Last Amended: May 7, 2025	Date to be Reviewed: May 2026
Manner Issued: Internal Memo		

1 PURPOSE


- 1.01 To establish parameters for advertising on Town property in a way that will safeguard the Town's assets, priorities and reputation while creating an environment that encourages increased revenue generation through the sale of advertising.

2 POLICY STATEMENT

- 2.01 The sale of advertising on Town property supports the generation of non-tax revenue for Town services that benefit residents and businesses in Comox.
- 2.02 Advertising on Town property allows businesses and organizations to promote events or occasions that have a direct and substantial community benefit to Comox businesses and residents.
- 2.03 The placement of an advertisement on Town property does not represent any partnership between the Town and the advertiser, or imply the Town's endorsement of any product, service, company or message contained in the advertisement.

3 DEFINITIONS

- 3.01 **Advertising** the lease or granting of Town property to a third-party for the purpose of promoting a product, service, event or cause.
- 3.02 **Advertising Space** includes the following:
- (a) The Town Banner Station,
 - (b) Digital signage on the Marine Services Building,
 - (c) Digital advertising at the Comox Community Centre,
 - (d) Physical wall or cabinet display space at the Comox Community Centre,
 - (e) The Community Links page on the Town Website located at comox.ca, and
 - (f) Highland and Aspen Parks outfield fencing.
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3.03 **Town** means the Town of Comox.

3.04 **Town Banner Station** means the banner station located at the entrance to the Town on Comox Avenue.

4 SCOPE

4.01 This Policy applies to all Advertising located on Advertising Space within Town.

4.02 This Policy does not apply to

- (a) any Advertising published by the Town,
- (b) any pre-existing Advertising authorized by the Town, or
- (c) signage authorized in accordance with the Town of Comox Sign Bylaw No. 1197, 1995.

5 POLICY

5.01 Placement of Advertising shall be limited to Advertising Space only.

5.02 Advertising shall meet the following provisions:

- (a) shall be consistent with the Town of Comox's vision,
- (b) shall not reflect negatively on the Town's public image,
- (c) shall not relate directly to any product or service provided by the Town, and
- (d) shall not include information that is of a political or religious nature.

5.03 The Town shall not sell Advertising Space to, or enter into any Advertising agreements with, a company or organization whose business or service is related to:

- (a) pornography;
- (b) alcohol, cannabis, gambling, vaping, or tobacco; or
- (c) weapons and other life-threatening products or services.


5.04 The Town shall not sell Advertising Space to, or enter into any Advertising agreements with, a company or organization with whom the Town is in, or is entering into, litigation.

5.05 The Town shall not sell Advertising Space on Highland or Aspen Parks outfield fencing to adult sports groups. The purpose of advertising space at Highland and Aspen Park is to provide fundraising opportunities for local youth sports organizations.

5.06 Advertising shall adhere to the Canadian Code of Advertising Standards and must comply with federal and provincial statutes, and municipal bylaws and policies.

5.07 The Town shall give preference for advertising local products, services, events or causes.


5.08 The Town shall have the right to terminate all Advertising should conditions arise that makes it no longer in the best interest of the Town.

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- 5.09 The Town shall not be responsible for any loss of business as a result of
- (a) any changes it may make to this Policy, or
 - (b) the termination of any Advertising.
- 5.10 Advertising proposals not meeting the provisions of this Policy require Council approval.
- 5.11 In the event of an emergency, the Town shall have the right to suspend all Advertising and use Advertising Space for emergency purposes only.
- 5.12 Fees for the sale of Advertising Space shall be established in accordance with the Comox Fees and Charges Bylaw. Fees for the lease or granting of Advertising Space shall be established by agreement with individual businesses and organizations.
- 5.13 The granting of all Advertising Space except banner installations shall be established by agreement with individual businesses and organizations.

6 PROCEDURES


- 6.01 The Corporate Services Department shall determine the prescribed form of application for Advertising proposals.
- 6.02 Applications for Advertising Space received by the Town shall be reviewed by the Corporate Services Department, using the following criteria:
- (a) for space on the Town Banner Station, digital advertising and cabinet display space at the Comox Community Centre, on a first come-first served basis.
 - (b) for digital signage on the Marine Services Building, , through agreement with the Town.
 - (c) for links located on the Town Website, as per the guidelines in sections 5.02 and 5.03.
- 6.03 Applications for Advertising Space at Highland and Aspen Parks outfield will be received for the following season from any youth non-profit sports organization starting on February 1st of that calendar year.
- (a) The Town will attempt to provide the desired location requested by each advertiser and applications will be approved on a first come first served basis.
 - (b) All advertisements must be removed prior to October 1st 2025
 - (c) The Town may request at the advertiser expense at any time improvements or repairs to any sign. This must be completed within 48 hours of notice
 - (d) The Town may remove any advertisement for concerns regarding safety or content.
- 6.04 Approved Banner Station applications shall be installed and removed by the Town of Comox or contractor hired by the Town of Comox only and shall be delivered to the Town at least five business days prior to installation.
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- 6.05 Town staff may, at their discretion, choose to bring any advertising proposals to Town Council for their consideration if staff determines circumstances warrant Council's approval before proceeding.
- 6.06 In approving Advertising proposals, staff will be guided by the principles embodied in the Canadian Code of Advertising Standards.

7 REFERENCES AND RELATED STATEMENTS OF POLICY AND PROCEDURE

- 7.01 Town of Comox Sign Bylaw No. 1197, 1995
- 7.02 Town of Comox Fees and Charges Bylaw No. 2016, 2023
- 7.03 Town of Comox Banner Station Application and Specifications Form

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Amendment Date	Section Amended or Description of Amendment	Resolution Number
May 3, 2023	Policy adopted.	2023.149
May 7, 2025	To allow advertising in select park sites for the financial benefit of local non-profit youth sports groups	2025.182