



COUNCIL POLICY C-AD43

Promotional Items

Prepared By:	Legislative and Administrative Services	Council Approval Date:	January 31, 2012
Effective Date:	January 31, 2012	Council Resolution No.:	31-12
References:	Charitable Donations Policy C-AD10	Previous Revision Date:	January 23, 2007 (Policy AD 043)
Function:	Public Relations	LAS Review Date:	August 6, 2014

PURPOSE

The purpose of this policy is to establish standards for giving or selling Parkland County promotional items.

POLICY STATEMENT

Parkland County supports the distribution of promotional items as a positive way to promote the County, foster community and corporate pride, provide hospitality, and provide tokens of appreciation.

DEFINITIONS

1. "Promotional items" are items that bear Parkland County's logo and/or taglines, such as pins, pens, clothing, hats, office and household items, etc.

SCOPE

This policy applies to Council members and County staff.

MANAGEMENT RESPONSIBILITIES

The office of the Chief Administrative Officer (CAO) is responsible for distributing, monitoring, and maintaining an inventory of promotional items, and also for ensuring quality and appearance standards when ordering same. Legislative and Administrative Services shall manage the budgeting for promotional items, and be responsible for monitoring and evaluating this policy.

STANDARDS

1. Council shall be allocated an annual budgeted amount (at an amount acceptable to Council) for promotional items which may be distributed by individual members of Council, or all of Council, at their discretion, using good judgment and common sense with regards to who they are giving promotional items to, why they are giving promotional items, and how much the promotional items cost.
2. High cost promotional items (over \$50) may be given to organizations, non-profit groups or charities, for fund raising purposes, provided only one request is granted per year per organization or group, and the Mayor or CAO are advised accordingly.

3. An amount for Public and Intergovernmental Relations shall be budgeted (at an amount acceptable to Council) to include (but not limited to) procurement of promotional items which may be distributed at the discretion of the CAO's office to employees for attending conferences, meetings, events or functions, or for other County purposes, which may be charged to the employee's department.
4. Subject to availability, promotional items such as clothing, hats, blankets, and other items, may be sold to County staff, members of Council, or the public. Items will be sold at cost plus GST. Revenues generated through the sale of such items are to be credited to Sales of Promotional Supplies, an account managed by Legislative and Administrative Services.