

## PROCEDURE

**TITLE:** Marketing and Promotion

**NUMBER:** PRO-R-2009-0002

**CATEGORY:** Corporate

**DATE:** February 2009

**REFERENCES AND RELATED DOCUMENTS:**

***Policy:***

- [Municipal Assistance Program](#)

***Procedure:***

- [How to Apply for the Municipal Assistance Program](#)

***Forms:***

- [Municipal Assistance Program Proposal Form](#)

***Note:***

*If you have a questions regarding this procedure, please contact  
[recreation@haltonhills.ca](mailto:recreation@haltonhills.ca) or 905-873-2601 ext. 2261*

---

**PURPOSE:**

To provide the related documents and process for proposals seeking funding/support from the area of Marketing and Promotion of the Municipal Assistance Program

**DEFINITIONS:**

- **Individual:** a resident or business owner who pays property taxes to The Town of Halton Hills, directly or indirectly.
- **Group:** two or more individuals who share a common purpose.
- **Community Organization:** duly constituted group, club, association or society.
- **Business:** commercial entity who pay taxes to The Town of Halton Hills, directly or indirectly.

**SCOPE/STAFF PRIMARILY AFFECTED:**

The scope of this procedure affects individuals, groups, community organizations and businesses located in Halton Hills, who are interested in applying for Municipal Assistance for local activities/events.

This policy affects all departments within the Town of Halton Hills and is managed through the Recreation and Parks Department.

**PROCEDURE:**

Promotional expenses may be provided for approved community-wide special events, which promote tourism and when event profits are reinvested in the event. The Town may contribute up to 25% of costs to a maximum of \$750.00 per organization, per year. These funds can only be used for pre-event promotions.

**Requirements:**

- a) Must complete required paperwork as per How to Apply Municipal Assistance Program
- b) Copies of invoices are required with your submission for funding.

**Eligible:**

- a) Funds are available to organizations in good standing.

**Ineligible:**

- a) Fundraising activities/events.
- b) Post event promotions e.g. thank you notices.

### **MUNICIPAL ASSISTANCE PROGRAM DECISION PROCESS:**

- A. Proposals will be reviewed by staff for accuracy, completeness and compliance with the Municipal Assistance Policy and Procedures.
- B. Only complete proposals will be forwarded under a staff report to the Community Affairs Committee of Council for consideration at the designated meetings (see Deadlines for Applications).
- C. All proposals are subject to available funds
- D. Community Affairs Committee of Council may request a presentation of the applicant's proposal.
- E. Special consideration may be granted to proposals at the discretion of the Community Affairs Committee of Council.
- F. All applicants will receive written notification regarding the decision of their proposal, as made by the Community Affairs Committee of Council and ratified by Council.

### **RESPONSIBILITIES:**

- This procedure is the responsibility of Recreation and Parks in conjunction with various Town departments.