

## CITY OF GRAND FORKS

**POLICY TITLE:** Advertising & Promotions

**POLICY NO:** 102

**EFFECTIVE DATE:** Feb 6<sup>th</sup>, 2006

**SUPERSEDES:**

**APPROVAL:**

Council

**PAGE:**

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### **POLICY:**

Council may allocate funds annually in the City's financial plan for advertising and promotion for the general benefit to the Community as a whole and to promote the issues of public interest, safety messages, messages of goodwill, community interest and the economic well being of the City.

### **PROCEDURE:**

Requests for use of these funds must be in writing and submitted to the City Manager for approval.

Promotion of City works and projects will be done on a regular basis in the City's newsletter. Special event and tourism promotions may be published in brochures, magazines, and publications or advertised on radio as required. The City will issue City pins and replicas of the coat of arms for promotional purposes to groups visiting or traveling to other communities.

The City Manager may approve expenditures for specific promotions provided funds have been designated for that purpose or may refer special items to Council for approval.