



VILLAGE OF FRUITVALE POLICY MANUAL

POLICY NO 4.08

POLICY TITLE: SPECIAL ADVERTISING REQUESTS

PURPOSE OF POLICY:

To provide a guideline on the procedures for the issuance of monies for advertising requests for special events, recognition and/or community promotions.

Council shall establish a budget account entitled “Special Advertising” and an amount shall be approved annually by Council in the Budget for advertising requests for special events, recognition and/or community promotions.

1. All advertising requests for special events, recognition and/or community promotions shall be approved at the CAO’s discretion until the budgeted amount is depleted and it is expected no single payment will exceed 25% of the annual allocation.
2. Once the approved budget has been fully allocated, the CAO will not approve any further advertising requests unless specifically approved by Council.

Any “Special Advertising” Funds unexpended at year-end shall be reported as general surplus.

***Adopted by Council on April 8, 2008.**

Mayor

Administrator