

Department Policy & Procedure

ACTIVE LIVING GUIDE COMMUNITY SECTION ELIGIBILITY POLICY & PROCEDURES	Policy Number:	2092365-2022
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Approved:	<input checked="" type="checkbox"/> City Council	<input checked="" type="checkbox"/> Department Administration

PURPOSE

To outline the criteria and submission requirements for eligible Community Groups to promote their services and events in the Department’s Active Living Guide.

AUTHORIZATION

This policy is endorsed by City Council and implemented by Department marketing staff.

DEFINITIONS

City – means the Corporation of the City of New Westminster.

Community Groups – means any New Westminster non-profit social service agency, arts and culture organization and/or minor sports organization physically located in the City and who primarily serve City residents.

Community Section – means a four page section in the quarterly Active Living Guide available to eligible Community Groups. Section layout, format and message size is determined by Department marketing staff based on the number of eligible submissions received.

Department – means the City’s Parks and Recreation Department.

OBJECTIVE

The Community Section is designed to provide eligible Community Groups with a medium to promote community services and events to City residents.

POLICY STATEMENT

The City, to support and communicate the valuable services to City residents by eligible Community Groups, offer two marketing opportunities:

1. The [City Events Calendar](#); and

2. A Community Section in the Department's quarterly Active Living Guide.

SUBMISSION CONDITIONS & PROCEDURES

All Community Section submissions are subject to the following conditions, requirements and procedures:

1. All submissions must comply with the processes, requirements and timelines outlined on the Community Section online submission form located on the City website. No other submission options will be accepted;
2. All submitters must agree to all submission terms and conditions including the ability for Department marketing staff to make submission revisions to the art work, text, images and layout to ensure it fits formatting and appropriateness requirements;
3. Message submissions that are incomplete, ineligible, inappropriate, outside the submission timeframe or otherwise outside the submission requirements will be rejected without notification to the submitter;
4. All images, including logos, must be uploaded as properly sized JPEG images;
5. Submitters will not be given a draft proof to review, nor can submission changes be accommodated after the submission deadline is reached;
6. Private information including phone numbers, addresses, emails or other personal information will not be used in the Community Section;
7. Submitters must be empowered and have the authority to make submissions on behalf of eligible organizations and are responsible for the message accuracy, permissions and/or consent for submitted images;
8. Only one submission per Active Living Guide issue is permitted by eligible Community Groups; and
9. All submissions, text and images, must comply with the intent, values and criteria per the Department's [hyperlink policy] Code of Conduct Policy (document # 157148V3).

EXCLUSIONS

The following entities or organizations are not eligible for the Community Section:

- I. Individuals;
- II. Private groups, rentals or organizations;
- III. For profit or commercial businesses;
- IV. Politicians (elected or campaigning);
- V. Non-secular groups;
- VI. Any entity that contradicts #8 above; and
- VII. Any profit or non-profit organization, government body or agency that is not physically located in the City and/or does not predominately serve City residents.