



POLICY MANUAL

Policy No. 102

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| Section: | Administration |
| Title | Advertising, Signage and Community Information Display |

REASON FOR POLICY

To set out the terms and conditions for advertising, signage and display of community information within North Vancouver Recreation & Culture Commission (NVRC)-operated facilities, on equipment and in official publications.

POLICY

All advertising, signage and community information posted or displayed are subject to prior permission from the NVRC. Community information that contravenes applicable federal, provincial or municipal laws will not be accepted. The NVRC reserves the right to remove materials at any time for any reason.

1. Advertising

The NVRC shall permit advertising within NVRC-operated facilities, on equipment and in official publications under the following terms and conditions:

- a) Advertising within NVRC-operated facilities and publications may be permitted in exchange for cash, goods or services. Any goods or services received in exchange for advertising must be of equal or greater value than that of the advertising and shall be of direct benefit to the NVRC.
- b) Preference shall be given to advertising which is positive in nature, appropriate for children and families, and which generally promotes a healthy, active, creative lifestyle and attitude.
- c) No advertising shall be in conflict with any policy of the NVRC or owner municipality of the facility.
- d) All private sector advertising shall be under contract or letter of understanding, be it for cash, goods or services. Advertising contracts or agreements shall not influence or determine the supply of goods or services to the NVRC beyond the terms of the contract or agreement.

- e) The NVRC will consult operating partners as appropriate regarding advertising contracts or agreements involving facilities where formal partnerships exist (e.g. John Braithwaite Community Centre and Parkgate Community Centre).

2. Signage

- a) No political candidate or party election signs shall be allowed in NVRC facilities or on NVRC property. If a political candidate rents meeting space in a NVRC facility, a notice of that meeting may be posted in the facility.
- b) Groups and individuals renting NVRC facilities shall be permitted to display notice of their meeting/event in the building for up to four hours prior to the event, subject to approval. Meeting/event notices must comply with all NVRC policies.
- c) The NVRC retains the right to limit the number and placement of any and all signage.

3. Community Information Display

- a) Wherever possible and practical, the NVRC shall permit the display to the public of information and materials with recreation, cultural or general community interest themes. These materials may represent varying points of view. They will reflect current conditions, trends, and controversies so that members of the community may inform themselves and make individual judgements. Particular beliefs or views are not promoted, nor is the acceptance of any item for this space equivalent to endorsement of the viewpoint expressed therein.
- b) Bulletin boards shall be used for recreation and cultural related, public non-commercial and sponsorship information.
- c) Community newspapers and magazines may be displayed in facilities if they have a signed letter of agreement with the NVRC.
- d) Access to community information and materials is guided by the BC Human Rights Code which guarantees that no person shall be discriminated against “because of the race, colour, ancestry, sex, sexual orientation or age of the person or that group or class of persons”. The NVRC retains the right to limit the number and placement of any and all community information displays.

AUTHORITY TO ACT

Authority to act is delegated to the Director of Recreation & Culture.

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| Original Approval Date: | November 8, 2007 | Approved by: | Commission |
| Amended: | September 11, 2014 | Approved by: | Commission |