



# REPORT TO COUNCIL

To: **Mayor and Councillors**

Subject: **Community Grant Policy 2019 Revision CO-51**

File #: 1850.00

Doc #: 163382

From: Darrin Leite, CPA, CA  
Director of Corporate Services

Date: February 15, 2019

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## RECOMMENDATION:

THAT City Council adopt the revised Community Grant policy CO-51 to add a section relating to the recognition of the City for the grants awarded.

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## PURPOSE:

The purpose of the report is to amend the Community Grant policy, adding a new section that outlines how organizations who are awarded a community grant recognize the City's contribution.

## POLICY:

CO-51

## COMMENTS/ANALYSIS:

A new Section 7 be added to the Community Grant policy as follows:

### 7. City Recognition

7.1 The organization will provide the following acknowledgement regarding the City of Langley's grant support:

- a) Langley City logo placement on the organization's website, and/or applicable marketing materials including advertisements, posters, and brochures (logo to be provided by the City of Langley);

- b) In addition to logo use, the City of Langley is to be recognized in printed products (e.g. programs, posters), advertisements, signage, and correspondence where applicable;
- c) Recognition in earned media including event listings, media releases, and other community listings as applicable;
- d) Publicly during a community gathering, performance, or celebration;
- e) Electronically through newsletters, bulletins, blogs, and social media; and
- f) Other recognition items if/when applicable and agreed on by both parties.

7.2 The City of Langley reserves the right to use materials relating to its promotional and advertising campaigns.

#### **BUDGET IMPLICATIONS:**

The City allocates \$168,000 for community grant funding approved annually in the Financial Plan. The change will have no effect on the Financial Plan.

#### **ALTERNATIVES:**

The policy can be maintained as originally written.

Respectfully Submitted,



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Darrin Leite, CPA, CA  
Director of Corporate Services

Attachment:

1. Community Grant Policy CO-51 (as revised).

#### **CHIEF ADMINISTRATIVE OFFICER'S COMMENTS:**

I support the recommendation.



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Francis Cheung, P. Eng.  
Chief Administrative Officer