

**THE CORPORATION  
OF THE  
TOWN OF NIAGARA-ON-THE-LAKE**

**BY-LAW NO. 5024-17**

**A BY-LAW TO ENACT A CORPORATE POLICY –  
COMMUNITY GUIDE POLICY - FOR THE CORPORATION  
OF THE TOWN OF NIAGARA-ON-THE-LAKE**

**BE IT ENACTED AS A BY-LAW OF THE CORPORATION OF THE  
TOWN OF NIAGARA-ON-THE-LAKE as follows:**

1. THAT the Community Guide Policy for The Corporation of the Town of Niagara-on-the-Lake, attached to Report CS-17-035, be and the same is hereby approved; and
2. THAT the Lord Mayor and Town Clerk be authorized to affix their hands and the Corporate Seal; and
3. THAT this by-law shall come into force and take effect immediately upon the passing thereof.

**READ A FIRST, SECOND AND THIRD TIME THIS 11th DAY OF DECEMBER  
2017**

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**LORD MAYOR PAT DARTE**

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**TOWN CLERK PETER TODD**



# The Town of Niagara-On-The-Lake

Telephone (905) 468-3266  
Facsimile (905) 468-2959

1593 Four Mile Creek Road  
P.O. Box 100  
Virgil, Ontario  
L0S 1T0

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## POLICY

**Policy No.:** Draft

**Approved on:**

**By-Law No.:**

**Effective on:**

**Supersedes:**

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<b>Report To:</b>	<b>Corporate Services Advisory Committee</b>
<b>Title/Subject:</b>	<b>Community Guide</b>

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### PURPOSE

The purpose of this policy is to establish guidelines for advertisements included within the Town's semi-annual Community Guide.

### POLICY STATEMENT

The Niagara-on-the-Lake Community Guide, created in partnership with the Niagara Advance, shall include, free of charge, advertisements for activities which take place within Town-owned buildings and facilities, as well as information regarding local museums, religious activities, and health services.

### BACKGROUND

The Town has partnered with The Niagara Advance for over ten years to create a semi-annual Community Guide, previously titled the Community Awareness Guide. Employees of the Niagara Advance manage all paid advertisements and publishing details for the guide, while Town staff coordinates all incoming information from local churches, groups, social clubs, associations, etc. The Town also puts together information regarding all Town-owned buildings and facilities and programs that are offered by the Town, such as camps.

### PROCEDURE

Free advertisement space within the Niagara-on-the-Lake Community Guide will only be given to activities taking place within a Town-owned building or facility, in addition to information regarding local museums, religious activities, and health services. Qualified

applicants must submit their information by completing a Community Guide application form found on the Towns website. An application form will need to be submitted prior to every new Community Guide edition.

All other local activities may still be included within the guide but at an advertising cost determined by the Niagara Advance. Advertisements for all other local activities will be coordinated with the Niagara Advance.

#### ATTACHMENTS

#### WEB ATTACHMENTS

#### ATTACHMENTS FOR LINK

First Capital of Upper Canada - 1792