# SUMMER VILLAGE OF WHITE SANDS

**Prepared by:** Administration

**Adopted by:** White Sands Council

**Number**: ADM 1.11

**Date**: October 20, 2025

**Resolution#** 25:10:04

## TITLE: ADM 1.9 – Recognition and Community Promotion Policy

### 1. Policy Statement

Council values the contributions of individuals and groups that serve the Summer Village and contribute to community pride. Recognition and community promotion will be carried out within the approved annual budget, based on Council approval, and in a manner that benefits or positively promotes the community.

### 2. Purpose

The purpose of this policy is to provide clear direction on how the Summer Village of White Sands will recognize service and support community promotion in a consistent and fiscally responsible manner. This policy ensures that recognition and promotional activities are meaningful, within budget, and aligned with Council's priorities.

### 3. Scope

This policy applies to:

- Elected officials, municipal staff, and long-term volunteers recognized for their service;
- Community members, organizations, or events that promote the Summer Village or enhance local spirit;
- Requests for sponsorships, donations, or promotional support.

### 4. Recognition and Community Promotion

**4.1 Recognition**

Council may recognize individuals or groups for service or contributions to the municipality through a certificate, letter, or token of appreciation. The level or type of recognition will depend on the situation and available budget. All recognition expenditures must fit within the annual budget allocation and be approved by Council within delegated financial authority.

**4.2 Community Promotion**

The Summer Village may provide modest support for activities that promote community pride or increase awareness of the municipality, such as:

- Local events (e.g., fishing derbies, volunteer appreciation, community cleanups);
- Conference auction or door prize items representing the Summer Village;
- Modest sponsorships or promotional items for events outside the municipality that showcase community engagement.

All requests must be submitted in writing to Administration as per the prescribed application, demonstrate a clear community or promotional benefit, and be approved by Council within budget and delegated authority.

## 5. Budget and Funding

Council will include funds each year in the municipal budget for recognition and community promotion. All spending must stay within this approved amount and be authorized by Council, depending on delegated authority. Administration will keep a record of all spending and report to Council each year.

## 6. Exceptions

Council may approve exceptions to this policy by resolution where the request provides significant community benefit or regional promotion.

## 7. Administration

The CAO is responsible for administering and maintaining this policy, ensuring expenditures and approvals are documented, and recommending updates to Council as needed.

## Schedule A – Recognition and Community Promotion Request Form

# Summer Village of White Sands

**Policy Reference:** ADM 1.11 – Recognition and Community Promotion Policy

Date Submitted: _____

### 1. Applicant / Organization Information

| | |
|---|---|
| NAME: | |
| ORGANIZATION:<br>(if applicable) | |
| MAILING ADDRESS: | |
| PHONE NUMBER: | |
| EMAIL: | |

### 2. Type of Request (Check one)

☐ Recognition of Service

☐ Community Promotion / Sponsorship

☐ Donation / Event Support

☐ Promotional Items or Materials

### 3. Description of Request

Provide a brief explanation of the request, including event details, dates, or purpose of recognition:

_____

_____

_____

### 4. Community Benefit

Describe how this request supports community spirit, promotes the municipality, or benefits residents:

_____

_____

### 5. Administration Review

☐ Within approved budget allocation ☐ Exceeds budget – Council consideration required

☐ Eligible under ADM 1.11 ☐ Not eligible

CAO Comments / Recommendation:

_____

_____

## 6. Approval

Approved By: ☐ Council

| | |
|---|---|
| DATE APPROVED: | |
| AMOUNT APPROVED: | $_____ |
| RESOLUTION: (if applicable) | |

## 7. Follow-up / Notes

Date completed / item purchased / event held: _____

Comments / notes for record:

_____

File Reference: ADM 1.11 – Recognition and Community Promotion Policy

Retention: Administrative Records – 7 years