



ADVERTISING BYLAW

ADVERTISING BYLAW

- 1. What is proposed**
- 2. Precedence for an Advertising Bylaw**
- 3. Why it is needed**
- 4. Internal consultation & policy impacts**

ADVERTISING BYLAW

1. What is proposed?

It is proposed that Parkland County adopt an Advertising Bylaw that **permits electronic means of advertising** as one of the valid methods of meeting our advertising requirements under the Act.

ADVERTISING BYLAW

2. Is there precedence for such a Bylaw?

ADVERTISING BYLAW

2. Is there precedence for such a Bylaw?

Under section 606.1 of the *Municipal Government Act*, councils are permitted to adopt their own advertising bylaws which may:

*“Provide for one or more methods, **which may include electronic means**, for advertising proposed bylaws, resolutions, meetings, public hearings and other things referred to in section 606 of [of the Act]”*

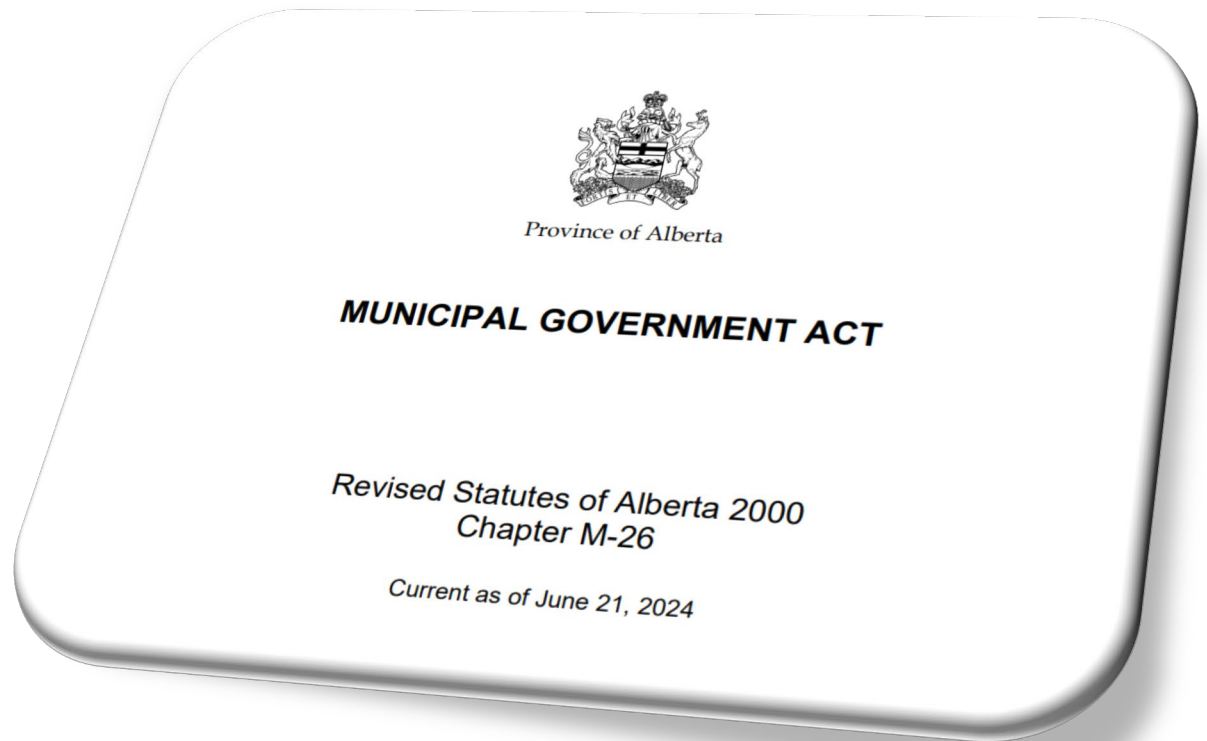
ADVERTISING BYLAW

3. Why is it needed?



ADVERTISING BYLAW

Without an Advertising Bylaw, the County's statutory advertising practices are **guided solely by the wording of section 606 of the MGA**, which only specifies print ads and direct mail.



ADVERTISING BYLAW

Growing Digital Reach:

- County's FB page has approx. **14,500 followers**.
- County website has on average approx. **20,000 monthly visitors**.



ADVERTISING BYLAW

Adopting an Advertising Bylaw, which permits electronic means of advertising, will provide Parkland County with the **future-proof flexibility** to **effectively inform** our residents in a **timely** and **cost-effective** manner.

ADVERTISING BYLAW

4. Internal consultation and policy impacts

Specific attention was given to:

- Engagement policy
- Land Use Bylaw
- All other items that fall under the category of Statutory Advertising

ADVERTISING BYLAW

Questions?