

CORPORATE POLICY

POLICY TITLE: CORPORATE PROMOTIONAL ITEMS

POLICY NO.: 02.C.03

Section:	Accountability & Transparency		
Effective Date:	June 5, 2019	Date of Last Review:	Click or tap to enter a date.
Approval Authority: Council	Policy Owner: Chief Corporate Initiatives & Intergovernmental Relations		

POLICY STATEMENT

A Policy guiding the acquisition and distribution of the City's Corporate Promotional Items supports a results-driven approach to relationship-building; corporate image; city-building; and economic, tourism, arts and cultural development.

PURPOSE

The City will use this Policy to guide its response to requests for Corporate Promotional Items by Council, external organizations, the General Public and staff in a manner that promotes accountability, transparency and fairness while enhancing the City image, and community pride.

SCOPE

This Policy applies to the Head of Council, Councillors, and City employees involved in the approval, acquisition, fulfillment and management of existing and future corporate promotional items. Purchases made by Councillors or Departments for their personal or operational uses (such as, public education awareness of City services) are outside the scope of this Policy. Gifts obtained through donation or sponsorship are out of scope of this Policy. The ceremonial Key to the City is outside the scope of this Policy.

LEGISLATIVE REQUIREMENTS

None.

DEFINITIONS

- 1. City:** The Corporation of the City of Vaughan.

POLICY TITLE: CORPORATE PROMOTIONAL ITEMS

POLICY NO.: 02.C.03

- 2. Corporate Promotional Items:** City-owned branded and unbranded merchandise purchased in bulk or small quantity by the City, including general merchandise and dignitary gift items.
- 3. Councillor:** Elected representative of Vaughan City Council, and their respective office.
- 4. Department:** A City administrative unit described in the City's organizational structure.
- 5. Dignitary:** High-ranking representative(s) of a Canadian and/or foreign business, government, non-government organization, and/or cultural institution visiting the City; or, that may be visited by representatives of the City in an official capacity, such as: an outbound delegation, special ceremonies of local business and community organizations (e.g., grand opening, milestones, and other similar events), or other related City events and activities.
- 6. ECD:** Economic and Cultural Development Department.
- 7. Employees:** All employees of the City.
- 8. External Organization:** Entities external to the City with an identified common economic and/or cultural interest with the City and may include municipal and senior government (including their domestic and foreign agencies), non-government organizations (NGO), industry associations, business associations, boards of trade, chambers of commerce, not-for-profit agencies, boards and commissions, MP and MPP offices, or other community and industry-based not-for-profit entities.
- 9. General Public:** An individual(s) or organization(s) that do not have a common economic or cultural interest with the City and is not considered an External Organization.
- 10. Head of Council:** Mayor of the City.
- 11. Vendor:** Suppliers of Corporate Promotional Items.

POLICY

A formal policy to govern requests for Corporate Promotional Items invites transparency, fairness and efficiency in considering and fulfilling these requests, with an emphasis on developing relationships that further economic prosperity, social and/or cultural opportunities in the City.

1. Corporate Promotional Items

- 1.1. Should promote a positive corporate image.
- 1.2. Quality goods shall be purchased at a cost that provides the best value for the City and following the Corporate Procurement Policy.
- 1.3. The selection of new Corporate Promotional Items shall be approved by the Mayor or the City Manager (or designate) on an annual or as-needed basis depending on stock levels, budget availability and custom requests.
- 1.4. Distribution should reflect a level of fairness amongst external organizations.
- 1.5. Requests for Corporate Promotional Items shall comply with the Corporate Promotional Items Procedures PRC.09.

2. Dignitary Gifts – Head of Council

- 2.1. ECD may purchase non-bulk or customized dignitary gifts on behalf of the Mayor as Head of Council.
- 2.2. Dignitary gifts shall not exceed a nominal per unit cost as stated in the Corporate Promotional Items Procedure
- 2.3. Dignitary gifts shall be presented by the Mayor, except:
 - 2.3.1. In the Mayor's absence, a designated Councillor, or designated members of the Corporate Management Team (CMT) or Senior Management Team (SMT) may present a dignitary gift.
 - 2.3.2. In extraordinary situations when CMT or SMT staff meet with a dignitary in the absence of the Mayor, or a Councillor, and a gift exchange occurs, senior City staff (i.e. CMT or SMT member) may present a dignitary gift from the Corporate Promotional Items inventory. The Mayor's Office shall be advised about the presented dignitary gift and the name of the dignitary, to avoid future duplication.

3. Business Gifts

- 3.1. The Mayor, Councillors or City staff engage in routine visits to Vaughan-based businesses as part of the City's economic development and community promotion mandate. For these types of business visitations, a City information kit may be

POLICY TITLE: CORPORATE PROMOTIONAL ITEMS

POLICY NO.: 02.C.03

presented at each meeting, including a City pin, and a City pen or equivalent stock sourced from the Corporate Promotional Items inventory.

4. General Public Sales

4.1 Corporate Promotional Items are available for sale to the General Public. An order form is required to be completed, and payment shall be made by the customer at a point-of-sale location in the Civic Centre, including the Cashiers.

4.2 General Public sales are final sale, unless items are deemed defective.

5. External Organization Requests

5.1. Giveaway requests from External Organizations are to be received by the ECD by way of a completed Giveaway Request Form.

5.2. Giveaway items shall be capped to a nominal number of units per organization, on an annual basis.

5.3. Giveaway items may include:

- Pins
- Pencils

6. Accountability/Financial Responsibility

6.1. ECD shall conduct a physical inventory count on a semi-annual (June 30) and annual basis (December 23).

6.2. Pursuant to applicable City by-laws, policy and procedures, ECD shall write-off at year-end, and then donate, auction, recycle or dispose of Corporate Promotional Items that are deemed obsolete by the Department Head and Chief of the Portfolio.

6.3. The value of Corporate Promotional Items is not deemed to be material under general accounting principles and shall not require reporting to the Finance Department.

6.4. Expenses related to Corporate Promotional Items are funded by the Council-approved annual Economic and Cultural Development Budget.

ADMINISTRATION

Administered by the Office of the City Clerk.

POLICY TITLE: CORPORATE PROMOTIONAL ITEMS

POLICY NO.: 02.C.03

Review Schedule:	Other (specify) Term of Council	Next Review Date:	January 2, 2023
Related Policy(ies):	02.C.02 – Inbound & Outbound Delegations, 02.C.01 – Cultural & Economic Partnerships, 13.A.02 – Employee Code of Conduct, CL-012 – Council Member Expense Policy, PS-003 Corporate Procurement Policy		
Related By-Law(s):			
Procedural Document:	PRC.09 – Corporate Promotional Items		
Revision History			
Date:	Description:		
Click or tap to enter a date.			
Click or tap to enter a date.			
Click or tap to enter a date.			