

LAMONT COUNTY

POLICY

- TITLE : PUBLIC RELATIONS FUNDS
- AUTHORITY : COUNTY COUNCIL
- POLICY STATEMENT : COUNTY COUNCIL MAY PROVIDE FUNDING FOR PUBLIC RELATIONS FUNCTIONS WITHIN THE LAMONT COUNTY REGION
- PURPOSE : TO ESTABLISH AN ANNUAL PUBLIC RELATIONS FUND AND ESTABLISH GUIDELINES FOR USE
- POLICY RESOLUTION : 04-323, 04-529
- PROCEDURE :
1. An annual public relations fund shall be established for Lamont County.
 2. The intent of the funding is to:
 - (i) provide support for community events held within the County and towns/villages, i.e. fairs, parades and parade candy, pancake breakfasts, etc.
 - (ii) provide donations to assist with funding for community events, festivals, youth programs, i.e. Kalyna Country Festival, Leaders of Tomorrow awards, etc.
 - (iii) provide for purchase of public relations items that may be donated to community groups and/or individuals, i.e. picture plaques, shirts, hats, and any other County promotional items as may be decided from time to time
 - (iv) provide for County plaques as per Policy 4116
 3. In November of each year, administration shall place advertisements in relevant publications advising community groups to submit applications for funding for the following year.
 4. For the first year, administration shall advise all groups that have received funding in the past two years of this process.

5. At their first meeting of each calendar year, County Council shall review requests for funding, determine who the recipients shall be and the level of funding to be approved.
6. Notwithstanding (5) above, additional requests may be considered by Council during the course of the year.
7. Council shall ensure that there are sufficient monies remaining in the budget for requests for plaques that may be received during the year.
8. Any funds remaining at the end of the year may be used to purchase additional promotional items.