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Section:	500 MEMBERSHIPS/COMMUNITY ADVERTISING & PROMOTION	Revision Date:	10/2019
Policy:	COMMUNITY ADVERTISING & PROMOTION POLICY	Policy No.	502
Approver:	COMMISSION	Resolution	Yes

POLICY: The Port of Olympia may provide community advertising and promotion support to qualifying organizations to be used for events and other activities that will positively market the Port and Port businesses, and the Port's mission to support trade, tourism and economic development. Requests will be made in writing, using the application form, consistent with written procedures developed in accordance with this policy. Funds for community advertising and promotion are included in the annual budget, which is adopted in November. The level of Port participation will be tailored to match the anticipated benefit to the Port.

Background - The Port of Olympia has historically partnered with organizations in activities that both assist the organization and provide marketing benefits for the Port and Port businesses. Such activities have included monetary and in-kind support of community events; advertising in publications, such as directories and event programs; and exhibiting at events, public workshops and forums. For purposes of this policy, community advertising and promotion is defined as a monetary or non-monetary endorsement of organizations' events and activities that promote Port goals and objectives. Community advertising and promotion funds may not be expended unless there is a public benefit.

Criteria - to be eligible for Port of Olympia community advertising and promotion support, community events and activities must:

1. Provide prominent advertising or promotion opportunities for the Port;
2. Positively market the Port and Port businesses; and
3. Align with the Port's mission and promote maritime, shipping, aviation, commercial, industrial, or other business of the Port.

Annual Process - Requests for community advertising and promotion support will be considered using the following process:

1. Requests, made using the application form, must be received by August 15,
2. A Marketing & Outreach representative reviews applications to assure all criteria is met.
3. If criteria are met, a Marketing and Outreach representative takes a recommendation to the Commission.
4. Commission approves recommendations in November during budget adoption.

Requests Received Outside of Annual Process - Requests made after the August 15 deadline may be considered using the following process:

1. Requests must be made using the application form.
2. A Marketing and Outreach representative reviews applications to assure all criteria is met.
3. If criteria are met, the Marketing and Outreach representative takes a recommendation to the Executive Director for a final decision.