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<b>SECTION:</b>	MEDIA & PUBLIC RELATIONS
<b>DEPARTMENT/DIVISION:</b>	CITY MANAGER'S OFFICE/OFFICE OF THE CITY CLERK
<b>SUBJECT:</b>	COMMEMORATIVE GIFTS/PROMOTIONAL SOUVENIRS

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## **POLICY STATEMENT**

It is the policy of The Corporation of the City of Thunder Bay to provide for the purchase and provision of commemorative gifts and promotional souvenirs, in a manner that is appropriate to the person(s) being recognized, the occasion or event, and promotes the City of Thunder Bay. The provision of the above shall be based on specific criteria and within approved budget limits.

## **PURPOSE**

The purpose of this policy is to establish the following:

1. A fair and consistent system of providing commemorative gifts and promotional souvenirs that promote awareness of the City of Thunder Bay, and that responds appropriately to visits and delegations;
2. Specific criteria for assessing requests;
3. A process for the sale of promotional souvenirs to the public and City Staff; and
4. A process setting limits on the quantities of commemorative gifts/promotional souvenirs, or as limited by approved budget amounts for a particular event.

## **OBJECTIVES**

As the City is often the host of visits of individual dignitaries and delegations of various stations, a selection of gifts and souvenirs are to be selected covering a range of needs.

## **RESPONSIBILITIES**

### City Manager's Office - Office of the City Clerk

A commemorative gift/promotional souvenir budget is to be established each year as part of the current budget for that year and is the responsibility of the Office of the City Clerk.

The Office of the City Clerk is responsible for the selection of gifts and souvenirs with preference given to locally or nationally made goods, for monitoring the inventory and for authorizing expenditure control through the annual budget process.

The Office of the City Clerk is responsible for approving the use of the Coat of Arms on any and all items.

### City Manager's Office – Corporate Strategic Services

Corporate Strategic Services is responsible for approving the use of the City of Thunder Bay logo and identifiers in accordance with the Visual Identity Manual.

## **DEFINITIONS**

**Artwork:** Works of local art, including visual and performing arts, by local artists, artisans, writers and performers. This would include paintings and sketches, sculptures and carvings, natural resource products (such as amethyst), textile arts, published works and recordings of written word, and audio and visual performances.

**Commemorative Items:** Unique gifts designed to promote the City of Thunder Bay, including such things as designed medallions, engraved plaques/trays, china and glassware, clothing, and games that include images, logos or emblems of the City.

**Promotional Souvenirs:** A wide variety of items that promote the City of Thunder Bay through the use of the City's logo(s) and emblems; including such items as desk tools, china and glassware, coasters, portfolios, writing instruments, crests, pins and informative material.

**Recognition Awards:** Scrolls or plaques marking significant occasions and accomplishments such as significant birthdays and wedding anniversaries for City residents, and culture, art and/or sports achievement of City residents and/or groups.

## **CATEGORIES FOR PRESENTATION/GIFT SUGGESTION**

Based on the definitions outlined above, the following gift suggestions with identified categories have been established:

### **Gift Suggestion**

### **Identified Categories of Recipients**

**Artwork:**

Members and representatives of the Royal Family

**Artwork or  
Commemorative Gift:**

Senior Elected and Appointed officials of First Nation, Metis, provincial, national and international governments, including but not limited to Prime Ministers, Chiefs, Presidents, Ambassadors, Members of Legislatures and Consuls General

**Commemorative Gift or  
Promotional Souvenir:**

Representatives of major industries, local and regional governments and agencies

**Recognition Award or Promotional Souvenir:**

Local citizens, teams or groups recognized under the criteria of the Official Recognition Committee – Citizens of Exceptional and Outstanding Achievement. Medallions will be presented to recipients of the Spirit of Thunder Bay Award.

**Recognition Award:**

Recognition of a wedding anniversary, birthday (birthdays commencing at age seventy-five (75) and then at five (5) year intervals; and anniversaries at twenty-five (25), forty (40), fifty (50), sixty (60) and seventy-five (75) years); or have retired with a distinguished career

Birthdays and anniversaries that coincide with City-related events will also be considered (i.e. 50<sup>th</sup> birthday during the 50<sup>th</sup> anniversary, etc.)

**Promotional Souvenirs:**

Visiting delegates who attend local conventions in the City of Thunder Bay

Citizens who may be traveling out of the City, Province or Country on vacation, and desire souvenirs to take with them to other cities

**Promotional Souvenirs - Informative Material:**

Individuals or groups visiting Thunder Bay and desire either a souvenir and/or information about the City

School children who request information for a school project or wish a small memento of their visit to City Hall

**AVAILABILITY****Commemorative Gifts**

Commemorative Gifts are chosen by staff in consultation with the host of the event or visit. The appropriate Gift is to be determined from the suggested categories listed above or designed specifically as a memento of the occasion.

**Promotional Souvenirs**

Promotional Souvenirs are available for sale to individuals at concession rates, including taxes.

Members of Council will have access to a pre-determined dollar amount of souvenirs each year, upon request. Any number or type of souvenir may be selected, within the established budget limits. Additional amounts would be charged to individual Councillor accounts as required.

City Departments may purchase souvenirs at cost for their use through their respective Department’s budget.

Student exchanges, school tours, sport/recreation groups, business, non-profit organizations and cultural groups may apply for promotional souvenirs based on the number of participants from out-of-town or traveling out-of-town, up to pre-established dollar limits.

**Criteria for Promotional Souvenir Requests**

When determining the amount of promotional souvenirs to be provided, preference will be given to organizations and events that promote the City of Thunder Bay and respectful relations.

Request for Promotional Souvenirs are to be assessed with the following criteria and in consideration of funds available:

1. Requests from non-profit community groups and from events with an established publicity program are given priority;
2. Events attracting out-of-town guests are eligible to apply for a subsidy through Tourism Thunder Bay and may, if eligible, use the subsidy to buy additional souvenirs or for other purposes.
3. Requests for promotional items to be used for resale or to be auctioned, would not be considered.

**REFERENCE**

Corporate Report No. 2005.249  
Corporate Report 103/2021  
Corporate Report 048-2024

<b>APPROVED BY:</b>	City Council	<b>Date:</b>	03/25/2024
<b>Replacing/Amending:</b>			
<b>Originating Department:</b>	City Manager’s Office / Office of the City Clerk		
<b>Contact:</b>	City Clerk		
<b>Departmental Procedural Manual:</b>	N/A		
<b>Affected Departments:</b>	N/A		