

THE CITY OF SPRUCE GROVE

BYLAW C-1239-23

ADVERTISING BYLAW

WHEREAS, pursuant to the *Municipal Government Act*, RSA 2000 cM-26, a council must give notice of certain bylaws, resolutions, meetings, public hearings or other things by advertising in a newspaper or other publication circulating in the area, or mailing or delivering a notice to every residence in the affected area;

AND WHEREAS, a council may, by bylaw, provide for one or more methods, which may include electronic means, for advertising proposed bylaws, resolutions, meetings, public hearings, or other things;

AND WHEREAS, the City of Spruce Grove wishes to allow for alternative and modified advertising methods, and is satisfied that the methods proposed by this bylaw will ensure that the thing being advertised is brought to the attention of substantially all affected residents, where required;

NOW THEREFORE, the Council for the City of Spruce Grove, duly assembled, hereby enacts as follows:

1. BYLAW TITLE

1.1 This bylaw is called the "Advertising Bylaw".

2. DEFINITIONS

2.1 "Accredited Local Newspaper" means a newspaper that:

- (a) focuses its news coverage on events and happenings within the City of Spruce Grove;
- (b) is typically published in print format at least once per week;
- (c) is of general circulation within the City of Spruce Grove and is available to distribution to the majority of City of Spruce Grove residents; and

(d) includes paid advertisements.

2.2 “Act” means the *Municipal Government Act*, R.S.A. 2000 c M-26, as amended.

2.3 “City” means the municipal corporation of the City of Spruce Grove in the Province of Alberta.

2.4 “Statutory Advertisements” means proposed bylaws, resolutions, meetings, public hearings and other things referred to in s. 606 of the Act.

3. **ADVERTISING METHODS**

3.1 Unless otherwise advertised in accordance with the Act, all Statutory Advertisements shall be advertised in accordance with this bylaw.

3.2 Statutory Advertisements shall be:

(a) posted prominently on the City’s official website;

(b) posted for at least 10 days before the advertised item occurs; and

3.3 In the event there is an Accredited Local Newspaper in circulation at the time of the advertising then, in addition to the requirements of section 3.2 of this bylaw, a Statutory Advertisement shall be published in an Accredited Local Newspaper at least once. If in the opinion of City Administration there is no Accredited Local Newspaper in publication and available for placement of advertisements at the time of advertising, publication shall not constitute a requirement for advertising under this bylaw or s. 606(2)(a) of the Act.

3.4 In addition, Statutory Advertisements may, at the discretion of the City be advertised by other means determined appropriate by the City.~~posted on other media, including but not limited to the local newspaper.~~

3.5 Statutory Advertisements posted on the City’s official website may be promoted on the City’s social media channels.

4. **SEVERABILITY**

- 4.1 Every provision of this bylaw is independent of all other provisions and if any provision is declared invalid by a Court, then the invalid provisions shall be severed and the remainder provisions shall remain valid and enforceable.

5. EFFECTIVE DATE

- 5.1 This bylaw shall come into force and effect when it receives third reading and is duly signed.

First Reading Carried [Click here to enter a date.](#)

Second Reading Carried [Click here to enter a date.](#)

Third Reading Carried [Click here to enter a date.](#)

Date Signed

Mayor

City Clerk