



BYLAW NO. 419

A BYLAW TO ESTABLISH FEES AND CHARGES FOR USE OF THE VISITOR RADIO SERVICE

WHEREAS the Regional District may, by bylaw, establish fees and charges payable in respect of all or part of a service, or for the use of Regional District property and, for those purposes, may establish different classes of persons, property, businesses and activities and set different rates for different classes;

AND WHEREAS the Regional District desires to establish fees and charges for advertising on 93.1FM Visitor Radio service;

NOW THEREFORE the Board of Directors of the Strathcona Regional District, in open meeting assembled, enacts as follows:

Definitions

1. In this bylaw, unless the context otherwise requires:

"Visitor Radio" or **"Visitor Radio service"** means the 93.1FM Visitor Radio station owned by the Regional District.

"commercial advertising" means a message from a private entity intended to promote the purchase of products, goods or services.

"community event" means advertising for a social or cultural event designed to appeal to tourists or the general public which is sponsored by a not-for-profit organization and scheduled for a specific day or group of days.

"event promotion" means advertising for a social or cultural event designed to appeal to tourists or the general public which is sponsored by a private entity and scheduled for a specific day or group of days.

"public service announcement" means information provided by a not-for-profit organization that is intended to inform or educate the general public.

Payment of Rates

2. The use of the Visitor Radio service for advertising purposes is subject to payment of such fees, charges or other rates as may be specified in Schedule 'A', attached to and forming part of this bylaw.

Prior Rates

3. A fee, charge or other rate paid prior to the effective date of this bylaw shall be valid and sufficient for the period of time for which it was intended notwithstanding that the period of time for which it was paid extends past the effective date for this bylaw.

Effective Date

4. This bylaw becomes effective on the date of adoption.

Citation

5. This bylaw may be cited for all purposes as Bylaw No. 419, being Visitor Radio Service Fees and Charges Bylaw 2021.

READ A FIRST TIME ON THE 10TH DAY OF MARCH, 2021

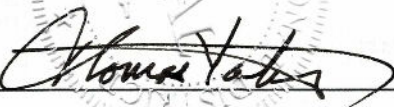
READ A SECOND TIME ON THE 10TH DAY OF MARCH, 2021

READ A THIRD TIME ON THE 10TH DAY OF MARCH, 2021

RECONSIDERED, FINALLY PASSED AND ADOPTED ON THE 10TH DAY OF MARCH, 2021



Chair



Corporate Officer

SCHEDULE 'A'

Fees and Charges

PART A – GENERAL PROVISIONS

1. All fees, charges and other rates set out in this schedule are exclusive of taxes unless otherwise noted.
2. Nothing in this schedule limits the authority of the Regional District to charge for costs incurred on behalf of or in connection with the provision of a program, activity, event or service outside the scope of this bylaw.

PART B – RATES

Message Type	Message Duration	Rate	Insertion Frequency
Public Service Announcement	15 seconds	\$10	Every 15 minutes for 2 weeks
	30 seconds	\$15	
Community Event	15 seconds	\$20	
	30 seconds	\$30	
Event Promotion	15 seconds	\$50	
	30 seconds	\$75	
Commercial Advertising	15 seconds	\$100	
	30 seconds	\$150	