



2018 MUNICIPAL ELECTION THIRD PARTY ADVERTISERS – INTRODUCTORY LETTER

Dear Potential Third Party Advertiser:

Welcome to the 2018 Municipal Election. Ontario residents, corporations and trade unions that will incur expenses for advertisements related to the promotion, support or opposition of a candidate, or take a position on a “yes” or “no” question on the ballot, in any broadcast, print, electronic, or other medium must register as a third party advertiser.

Ministry of Municipal Affairs and Housing (MMAH)

The Third Party Advertisers Guide (enclosed), prepared by MMAH provides general information on the notice of registration and election process. You may also wish to check out their Municipal Election page on their website at <http://www.mah.gov.on.ca/Page219.aspx>

Municipal Elections Act

A copy of the *Municipal Elections Act, 1996* and its regulations can be viewed at <https://www.ontario.ca/laws/statute/96m32>. The Act outlines all of the rules regarding the election.

Other Resources

Tay Valley Township’s website also provides a page regarding Information For Third Parties - <http://www.tayvalleytwp.ca/en/municipal-government/information-for-third-parties.asp>

Registration Process

Notice of Registration is to be filed with the Clerk at the Municipal Office during regular office hours from May 1, 2018 to Friday, October 19, 2018 (the Friday before Voting Day)

At the time of filing, you must also submit the following forms:

- Declaration of Qualifications – Third Party Advertiser (enclosed)
- A resolution from the corporation or trade union that authorizes the person to register on their behalf, if applicable

In addition, at the time of filing you will be required to provide proof of identity.

Both forms must be signed by in front of the Returning Officer at the time of filing.

Key Dates

The attached list of key dates for the 2018 Municipal Election provides helpful information about the election process. This is not a complete list and the *Municipal Elections Act, 1996* should be referred to.

Campaign Period

A registered third party can only accept contributions or incur campaign expenses during their advertising campaign period.

The advertising campaign begins on the day the individual, corporation or trade union is registered as a third party advertiser, and in most cases the campaign will end on December 31, 2018.

Campaign expenses shall not exceed the maximum established by the *Municipal Elections Act, 1996* and are calculated as follows:

- Registered Third Party: \$5,000 plus \$.05 per elector (7434 electors in 2014)

Upon filing, the Clerk shall give the individual, corporation or trade union filing the Notice of Registration, the Estimated Maximum Campaign Expenses, using the above calculation. These amounts shall be confirmed by the Returning Officer, on or before September 25, 2018, using the 2018 voter's list as of September 15, and a Certificate of Maximum Campaign Expenses will be provided to each Registered Third Party.

Every third party must open a bank account exclusively for the advertising campaign.

A detailed record of all revenues and expenditures must be kept by the Registered Third Party throughout the campaign period. To aid in your understanding of the financial reporting requirements, we have enclosed a blank Financial Statement. Please also refer to the MMAH Third Party Advertisers Guide which very clearly outlines all of the requirements.

Detailed records, including receipts are to be kept by the Registered Third Party. Third Party advertisers are required to keep all financial records until November 15, 2022 when the next council takes office.

Third Party Advertising

Like campaign expenditures and revenues, the placement of third party signs and advertising shall not commence until after the filing of the Notice of Registration. The Township has a Third Party Advertising Policy (enclosed) that informs Registered Third parties of when and where they can post third party advertising and to ensure public safety on municipal roads and highways during an election period. The County of Lanark allows third party advertising signs on county road allowances as long as sight lines are not affected and the signs are removed immediately after the election. The provincial policy with respect to the posting of third party advertising on provincial road allowances is enclosed. Third party advertising that will be installed or affixed to poles belonging to Hydro One Network, Bell Canada or other public utilities will require the permission of these respective approving authorities.

Returning Officer

Throughout the election process you will hear and see reference to the position of Returning Officer. The *Municipal Elections Act, 1996* directs the Clerk of the municipality to assume the position of Returning Officer for the municipal election. The titles are often used interchangeably; however the roles and responsibilities are very different.

This guide is provided to you for information purposes. Any necessary changes will be provided to Registered Third Parties, posted to the Township's website, referred to as "Revised" and dated accordingly. As well, reference should always be made to the relevant legislation and regulations.

Once registered as a Third Party Advertiser I may be in contact with you throughout the election period. In the meantime, please visit the Township website for up-to-date municipal election information.

If you require any further information, please do not hesitate to contact me at (613) 267-5353 ext. 130 or clerk@tayvalleytwp.ca.

Sincerely,

Amanda Mabo,
Clerk/Returning Officer

cc: Janie Laidlaw, Deputy Clerk/Deputy Returning Officer

/enclosure

- Key Dates
- MMAH – Third Party Advertisers Guide for Ontario Municipal Elections
- Tay Valley Township - Election Procedures
- Tay Valley Township - Election Third Party Advertising Policy
- Province of Ontario - Election Campaign Materials
- Form – Notice of Registration
- Form – Declaration of Qualifications – Third Party Advertiser
- Form - Financial Statement
- Filing ID Requirements

INFORMATION FOR THIRD PARTY ADVERTISERS - 2018 KEY DATES-

Date	Information
May 1 to October 19	Notice of Registrations accepted between 8:30 a.m. and 4:30 p.m., Monday to Friday
Prior to September 25	Final Calculation of Maximum Campaign Expenses will be provided to Registered Third Parties
October 15 to October 22	Voting Period Until 8:00 p.m. October 22
December 31, 2018	Campaign Period Ends (unless extended)
December 31, 2018	Must notify Returning Officer if intending to extend campaign
January 2, 2019	Earliest the Financial Statements can be filed
March 29, 2019	Deadline to file Financial Statements 2:00 p.m.