



TITLE: Business Recognition Program
POLICY NO.: VIII-007
APPROVAL:
EFFECTIVE DATE: December 13, 2021
AMENDED DATE:
REVIEW DATE: November 15, 2021
SUPERSEDES POLICY NO.:

POLICY STATEMENT: To provide recognition to nominated businesses whose efforts have had a positive overall impact on the Community.

PURPOSE: To establish consistent standards and guidelines for recognizing businesses that have had a positive impact on the community through a specific initiative, an anniversary/milestone, and/or other special achievement specific to their industry.

PRINCIPLES:

1. The business shall be based within the Town of Mayerthorpe.
2. The business shall be in good standing with the Town of Mayerthorpe.
3. Anniversary/milestone thresholds:
 - a. Fifth year of being in business;
 - b. Each subsequent five-year term.
4. The Business Recognition Program Form may be completed by the business itself, a member of the public, another business or Council throughout a calendar year.
5. Recognition shall take the form of a certificate along with public recognition on Town of Mayerthorpe social media platforms.
6. Completed forms shall be submitted to the Town Office a minimum of two weeks in advance of an anniversary/milestone or special achievement to enable planning and coordination.
7. Completed forms for "one-off" initiatives can be submitted anytime throughout the year once the initiative has reached completion.
8. Initiatives are collaborative events/promotions having a widespread impact on local businesses/industries and/or the community, i.e. something that draws people, a collaborative promotion, a competition that raises awareness or gains recognition, etc.

End of Policy.