

The Corporation of the City of Temiskaming Shores

By-law No. 2023-003

**Being a by-law to authorize entering into a three (3)
year agreement with CJTT 104.5 FM for radio
advertising**

Whereas under Section 8 of the Municipal Act, 2001, S.O. 2001, c.25, as amended, the powers of a municipality shall be interpreted broadly to enable it to govern its affairs as it considers appropriate and to enhance the municipality's ability to respond to municipal issues; and

Whereas under Section 9 of the Municipal Act, 2001, S.O. 2001, c.25, as amended, a municipality has the capacity, rights, powers and privileges of a natural person for the purpose of exercising its authority under this or any other Act; and

Whereas under Section 10 (1) of the Municipal Act, 2001, S.O. 2001, c.25, as amended, a single-tier municipality may provide any service or thing that the municipality considers necessary or desirable for the public; and

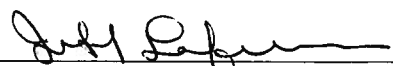
Whereas Council considered Admin. Report No. CS-001-2023 at the January 17, 2023 Regular Council meeting and directed staff to prepare the necessary by-law to enter into a three (3) year contract with CJTT 104.5 FM for radio advertising for consideration at the January 17, 2023 Regular Council meeting; and

Whereas the Council of The Corporation of the City of Temiskaming Shores deems it desirable to enter into an Agreement with CJTT 104.5 FM;

Now therefore the Council of The Corporation of the City of Temiskaming Shores hereby enacts the following as a by-law:

1. That the Mayor and Clerk be authorized to enter into a three (3) year Agreement with the CJTT 104.5 FM for radio advertising, a copy of which is attached hereto as Schedule "A" and forming part of this by-law;
2. That the Clerk of the City of Temiskaming Shores is hereby authorized to make any minor modifications or corrections of an administrative, numerical, grammatical, semantically or descriptive nature or kind to the by-law and schedule as may be deemed necessary after the passage of this by-law, where such modifications or corrections do not alter the intent of the by-law.
3. That all other by-laws, resolutions or parts thereof be hereby repealed and replaced on the final date of passing.

Read a first, second and third time and finally passed this 17th day of January, 2023.



Mayor



Clerk



Schedule A to
By-law No. 2023-003
Agreement between
The Corporation of the City of Temiskaming Shores
and
CJTT 104.5 FM
for Radio Advertising

This agreement made in duplicate this 17th day of January, 2023;

Between:

The Corporation of the City of Temiskaming Shores
(hereinafter called the "City")

And:

CJTT 104.5 FM
(hereinafter called "CJTT")

Whereas the parties hereto have agreed to enter into this Lease.

1. Contract Period

This agreement shall commence on February 1, 2023 and terminate on January 31, 2026.

2. Contract Renewal / Termination

CJTT within the final sixty (60) days of the Contract Period shall notify the City with respect to renewal of the terms of this agreement or propose new terms for an agreement.

3. Extension of Agreement

In the event no new agreement is reached by **January 1st, 2026** this contract will continue for an additional 30 days.

4. Termination of this Agreement

The parties agree that this Agreement may be terminated by either party in sixty (60) days upon written notice from one party to the other.

5. Remuneration

The City shall pay CJTT a monthly amount of \$2,185.05 (\$26,220.60 annually) plus HST over the term of this agreement.

6. Annual Advertising Ads

The following summarizes the number of advertising spots available annually as well as Value Added Promotions:

Number of Ads	Description
625	30 second advertising spot
125	30 second Public Service Ad (PSA) spot

52	10 minute weekly Recreation Report
73/week	Sportsbooster Coverage ¹
12	Monthly City Update ²
12	Monthly Fire Prevention Update ³

Notes:

- ¹ Coverage of recreational events such as swimming classes, sports tournaments, seniors games, etc. and may be limited to two (2) events/coverage;
- ² City representative participates in the 7:30 a.m. Live morning Chat to highlight City initiatives;
- ³ The Total Value of this agreement if invoiced at applicable rates is \$89,293.34/yr. Thus this agreement represents a savings of \$63,072.74 annually.

7. Agreement Monitoring

In order to permit the City to monitor advertising efforts and ensure efficient use of the agreement, CJTT will provide the City with a summary of advertisement bi-monthly (every second Month) in a format similar to the following table:

Dept.	Month	Balance of Ads available for current year: "current balance"		
		Description	No.	Duration
Public Works	Jan	Boil Water Advisory	3	30 sec
Recreation	Jan	STATO Trail Closed	5	30 sec
Recreation	Feb	STATO Trail Closed	3	45 sec
Fire	Feb	Smoke Alarm Campaign (PSA)	4	30 sec

8. Balance of Commercials

The number of commercial spots available over the term of the contract (750 x 3) 2,250 shall be flexible in their use over the duration of the contract.

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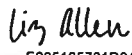
City of Temiskaming Shores
Agreement – CJTT 104.5 FM


Schedule A to
By-law No. 2023-003

In witness whereof the parties have executed this Agreement the day and year first
above written.

Signed and Sealed in)
the presence of)

CJTT 104.5 FM Radio


DocuSigned by:

E205165731D044E
Account Executive

DocuSigned by:

8D14520672E4430...
Manager

Municipal Seal)

**Corporation of the City of
Temiskaming Shores**


Mayor – Jeff Laferriere


Clerk – Kelly Conlin