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## **REVENUE GENERATION**

### **Background**

The District, in searching to acquire funding and resources to provide quality educational opportunities for students of the District, may engage in initiatives for the purpose of generating revenue.

Revenue generation is seen as any significant revenues or resources beyond those allocated to the District from other levels of government.

Proceeds from any initiative will be directed by the District toward targeted purposes and shall benefit students on a District wide basis.

### **Procedures**

1. The District will consider the undertaking of initiatives for revenue generation when the following criteria are met:
  - 1.1. The proposed initiative is consistent with the Mission, Vision and Values of the District and supports the Strategic Plan.
  - 1.2. The proposal is within the statutory limits for the District to act.
  - 1.3. The proposal is supported by a documented business plan.
  - 1.4. The proposal is within the expertise of the District or supported by acquired expertise.
  - 1.5. The proposal only allows the use of corporate or sponsor logos for the purpose of identification rather than commercial purposes and therefore such displays are to be kept to a minimum.
  - 1.6. The proposal precludes school names or District facility names being associated with commercial advertising.
  - 1.7. The proposal precludes corporate involvement directly advertising to students or setting or providing access to a captive student audience for commercial purposes.
  - 1.8. All public private partnerships entertained in a proposal shall be gained through a public invitation to tender proposals for service.
  
2. Annually the Superintendent will report to the Board on the status of all revenue projects.

Reference: Sections 8, 8.4, 8.5, 20, 22, 23, 65, 85 *School Act*

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## Administrative Procedure 525

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