



## **2018 Municipal Election Third Party Introductory Letter**

Dear Potential Third Party:

Welcome to the 2018 Municipal Election. Prior to 2018, those who wanted to advertise or distribute materials supporting or opposing a candidate did not have to follow any particular rules for spending or advertising. Changes to the Municipal Act have created a framework of rules and regulations that apply to individuals and corporations who wish to advertise or distribute materials supporting or opposing a candidate, known officially as a "Third Party Advertiser".

### **Ministry of Municipal Affairs & Housing (MMAH)**

The Third Party Advertisers Guide, prepared by MMAH, provides general information regarding the election and associated regulations. The guide is available on the Township's website and the MMAH website at [www.mah.gov.on.ca/Page219.aspx](http://www.mah.gov.on.ca/Page219.aspx).

### **Municipal Elections Act**

The Municipal Elections Act outlines all the rules and regulations applicable to municipal elections. A copy can be found here [www.e-laws.gov.on.ca](http://www.e-laws.gov.on.ca).

### **Registration**

The Notice of Registration (attached) shall be filed in person with the Clerk from the first business day in May, 2018 to Friday October 19<sup>th</sup>, 2018 (the Friday before voting day) during regular office hours.

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

- Declaration of Qualifications – Form LC52 (attached)
- Proof of identity
- A resolution from the corporation or trade union that authorizes the person or agent to register on their behalf, if applicable

Both forms must be signed by the applicant in front of the Returning Officer, who will then sign at the time of filing.

### **Campaign Expenses and Financial Requirements**

The advertising campaign begins on the day the individual, corporation or trade union is registered as a third party advertiser. For most campaigns, the campaign will send on December 31<sup>st</sup>, 2018. A registered third party can only accept contributions or incur expenses during the campaign period.



Campaign expenses cannot exceed the maximum established by the Municipal Elections Act and are calculated as follows:

- Registered Third Party: \$5,000 plus \$.05/elector (2,932 electors in 2014)

The Clerk shall calculate the maximum third party expenses for registered third parties on the "Estimated Maximum Third Party Expenses" Form and provide a copy to the individual filing the registration. On or before September 25<sup>th</sup>, 2018 the Clerk shall confirm the amount using the 2018 voters list as of September 15<sup>th</sup>, and a Certificate of Maximum Campaign Expenses will be provided to each Registered Third Party.

**A detailed record of all revenues and expenditures must be kept by the Third Party throughout the campaign period.** All Third Party Advertisers must open a bank account exclusively for the campaign. to aid in your understanding of the financial reporting requirements, a blank Financial Statement is enclosed. All candidates are strongly encouraged to review the Ministry of Municipal Affairs and Housing Third Party Advertisers Guide for detailed information on financial requirements.

### **Third Party Advertising**

Like campaign expenditures and revenues, the placement of campaign signs and the advertising shall not commence until after filing of nomination forms. The County of Lanark allows campaign 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 campaign material on provincial road allowances is enclosed. Posters or similar campaign material 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. The Township policy on Election Campaign material is provided in this package and in the Elections Manual.

All third party advertisements must contain the following information:

- The name of the registered third party
- The municipality where the third party is registered
- A telephone number, mailing address or email address at which the registered third party may be contacted regarding the advertisement

Attached to this letter is Form LC57 – Broadcaster and Publisher Information sheet which provides additional information regarding content of advertising.

### **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*, should be reviewed.

THE CORPORATION OF THE  
**TOWNSHIP OF MONTAGUE**



6547 ROGER STEVENS DRIVE  
P.O. BOX 755

SMITHS FALLS, ON K7A 4W6  
TEL: (613) 283-7478  
FAX: (613) 283-3112  
[www.township.montague.on.ca](http://www.township.montague.on.ca)

**Returning Officer**

Throughout the election process you will hear and see reference to the position of Returning Officer. The Municipal Elections Act 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. Reference should always be made to the relevant legislation and regulations. Any necessary changes will be provided to registered third parties, posted to the Township's website, referred to as "Revised" and dated accordingly.

Once registered as a third party, 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) 283-7478 ext. 250 or [jralph@township.montague.on.ca](mailto:jralph@township.montague.on.ca).

Sincerely,

Jasmin Ralph  
Clerk/Returning Officer

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**Attachment List**

- **Key Dates 2018**
- **Form 7 – Notice of Registration (Third Party)**
- **Form LC52- Declaration of Qualifications**
- **Form LC57 – Broadcaster/Publisher Information Sheet**
- **Form LC61 – Duties of Third Parties**
- **MMAH Guide for Third Parties**
- **Form 8 – Financial Filing – Third Party**
- **Provincial Sign Information**
- **Township Advertising Material Policy**