



MUNICIPALITY OF SOUTH DUNDAS

34 Ottawa Street, P.O. Box 740
Morrisburg ON K0C 1X0
613.543.2673 | southdundas.com

2022 MUNICIPAL ELECTION THIRD PARTY ADVERTISERS – INTRODUCTORY LETTER

Dear Potential Third Party Advertiser:

Welcome to the 2022 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 or 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

<https://www.ontario.ca/files/2022-03/mmah-2022-third-party-advertisers-guide-en-2022-03-31.pdf>

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.

Registration Process

Notice of Registration is to be filed with the Clerk at the Municipal Office during normal business hours between May 2nd, 2022 and Friday, October 21, 2022 (the Friday before Voting Day).

**You must contact the Clerk to make an appointment
to file your Notice of Registration**

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 in front of the Returning Officer at the time of filing.

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, 2022.

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 \$0.05 per elector (7,722 electors in 2018)

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, 2022, using the 2022 voter's list as of September 15, 2022 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 of all candidates, we have enclosed a blank Financial Statement. Please 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, 2026, 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 Municipality has a By-law for the control and/or regulation of signs that informs Registered Third Parties and ensures public safety on municipal roads and highways during an election period. Both the United Counties of Stormont, Dundas & Glengarry and Province of Ontario have regulations with respect to posting of campaign advertising on County and provincial road allowances. Campaign 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 and posted to the Municipality's website. 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 Municipal website for up-to-date municipal election information.

If you require any further information, please do not hesitate to contact me at (613) 543-2673 ext. 4766 or ldrynan@southdundas.com.

Sincerely,



Leslie Drynan
Municipal Clerk/Returning Officer

/enclosure

- Form – Notice for Registration
- Form – Declaration of Qualifications – Third Party Advertiser
- Form – Consent to Release Information
- Form – Broadcaster/Publisher Information Sheet
- Form – Financial Statement – Auditor's Report
- MMAH – Third Party Advertisers Guide for Ontario Municipal Elections