

ORDINANCE 2007-799**AN ORDINANCE PERMITTING ONLINE ADVERTISEMENT
AND ESTABLISHING FEES**

WHEREAS, the Borough of Lake Como's economy is dependent on tourism; and,

WHEREAS, the Borough's tourism website is <http://WWW.LAKECOMONJ.ORG>; and

WHEREAS, said website is a resource for both business and individuals of the community; and

WHEREAS, members of the community may wish to advertise on the website; and

WHEREAS, members outside the community may wish to advertise on the website: and

WHEREAS, businesses legally licensed with the Borough of Lake Como may wish to be listed on the website to demonstrate affiliation but may not necessarily wish to purchase advertising space.

NOW, THEREFORE, BE IT ORDAINED, that all businesses licensed with the Borough of Lake Como shall at no cost to them be listed on the tourism's website's business directory section of the town if and only if they have met the satisfaction of their mercantile license; and

BE IT FURTHER ORDAINED, that a separate section or sections of the tourism website shall be dedicated to advertising and directed, designed, and provided for under the discretion of the tourism commission; and

BE IT FURTHER ORDAINED, any entity whether, private, commercial, non-profit or otherwise wishing to advertise on the borough's tourism website may be permitted to do so only in the special advertising sections provided for; and

BE IT FURTHER ORDAINED, that the online business directory section will be reserved only, for those entities licensed with the borough and shall not be used for advertising purposes other than the business name, phone, fax, website, and address; and

THEREFORE BE IT FURTHER ORDAINED THAT, advertising space will be sold as a flat annual fee beginning January 1st of the calendar year and expiring December 31st of the same year. The going rate of advertising space will be for one single space as follows: \$120.00 per year for businesses, for private individuals, and for all others (non-profit, government entities, or others not specified here). Additional advertising spaces for the same entity may be purchased at the same rate for multiple but different projects; and