



LOVE HUDSON'S HOPE POLICY

Department	Administration	Policy No.	62
Adopted by Council	October 7, 2024	Resolution Number	456/2024
Revised by Council	April 14, 2025	Resolution Number	125/2025

PURPOSE

1.1 The purpose of this policy is to establish:

- a) The purpose of Love Hudson's Hope;
- b) Services included in the Basic, Standard, and Premium Service levels for Love Hudson's Hope;
- c) Eligibility criteria for the Love Hudson's Hope;
- d) Guiding Principles for the users of Love Hudson's Hope; and
- e) Desired outcomes of Love Hudson's Hope.

SCOPE

2.1 This policy applies to all users of the Love Hudson's Hope program.

DEFINITIONS

3.1 In this policy:

- a) **Business** means a Business who is eligible for Love Hudson's Hope;
- b) **Business** License includes a District of Hudson's Hope Business License or an Inter-community Business License;
- c) **Love Hudson's Hope** means the District of Hudson's Hope shop local initiative that provides Businesses an online platform to showcase their goods or services; and
- d) **Website** means the Love Hudson's Hope website at lovehudsonshope.com

POLICY

Purpose of Love Hudson's Hope

4.1 The purpose of Love Hudson's Hope is to:

- a) Promote and increase visibility for local Businesses by providing them with an opportunity to have their information showcased on a dedicated Website;
- b) Increase customer engagement for participating Businesses;
- c) Increase economic growth and sustainability within Hudson's Hope; and

- d) Encourage residents to shop locally by creating a centralized platform for consumers to discover and support local Businesses.

Eligibility

4.2 Eligible businesses include:

- a) Independently owned Businesses located in Hudson's Hope;
- b) Franchise Businesses;
- c) Home-based Businesses;
- d) Farmers;
- e) Non-profit organizations and local clubs;
- f) Societies;

Who are operating in Hudson's Hope and hold a valid Business License.

Love Hudson Hope Service Levels

4.3 Service Levels for Love Hudson's Hope include:

- a) Basic Service which consists of a one-time buy-in fee of \$100;
- b) Standard Service which consists of an initial buy-in fee of \$100 and a yearly subscription fee of \$60; and
- c) Premium Service which consists of a buy-in fee of \$100 and a yearly subscription fee of \$160.

4.4 Basic Service packages include the initial upload of basic information to the Website and allows Businesses to update their information once a year for an additional fee of \$25.00.

4.5 Standard Service packages include the initial upload of basic information to the Website and allows Businesses to make updates, add events, specials, and other information to their listing once a month.

4.6 Premium Service packages include the initial upload of basic information to the Website and allows businesses to make updates, add events, specials, and other information to the Website twice a month.

4.7 Businesses who subscribe to the Premium Service package will be featured on the Website and will have a ¼ page ad in the Hudson's Hope Bulletin four times a year.

4.8 Additional updates to the Website outside of the Standard and Premium Service packages are available for an additional charge of \$10.00 per update.

Guiding Principles

4.9 Love Hudson's Hope will be inclusive and welcoming to all Businesses.

- 4.10 Business Owners will be actively involved in the development and implementation of Love Hudson's Hope through surveys, town hall meetings, and other forms of engagement to ensure that their voices are heard.
- 4.11 Love Hudson's Hope will prioritize projects and initiatives that promote economic development for Hudson's Hope.
- 4.12 Love Hudson's Hope will encourage collaboration and partnerships with local businesses, organizations, and government agencies to maximize the impact and reach of community initiatives.
- 4.13 Love Hudson's Hope will be transparent in its decision-making processes, budget allocations, and reporting to ensure accountability and trust within the community.