



POLICY MANUAL

POLICY NUMBER: CORPORATE - 049

**SUBJECT:
COMMUNITY REQUESTS- PROCLAMATIONS AND FLAG-
RAISING CEREMONIES**

POLICY STATEMENT:

(Purpose/Objective)

The purpose of this Policy is to provide a framework for which proclamation and flag-raising requests received by the City of Brantford are processed, issued and approved in recognition of events, organizations or community groups of significance to the City of Brantford. It is important that Council's endorsement of these requests, are fair and dealt with consistently. This Policy also provides the opportunity for Council to support and promote charitable events and activities significant to the City of Brantford and its residents.

RELATED POLICY PROCEDURES/GUIDELINES:

Definition:

Proclamation: an approved official public announcement or declaration made by the Council of the City of Brantford to formally recognize public awareness campaigns; charitable fundraising campaigns; special events; and arts and cultural celebrations and is deemed to be of significance to the citizens of the City of Brantford.

Flag-Raising: the ceremonial raising of a flag or ensign which symbolizes the public announcement or declaration made by the proclamation.

Proclamation & Flag-Raising Criteria:

Requests for Proclamations and/or Flag-Raising Ceremonies, submitted by a City of Brantford resident, City of Brantford property owner or City of Brantford resident on behalf of an organization, that are deemed of significance to the City of Brantford may be endorsed by Council for the following:

- Civic Promotions;
- Public Awareness Campaigns;
- Charitable Fundraising Campaigns;
- Arts and Cultural Celebrations;

Requests for Proclamations & Flag-Raising Ceremonies will not be endorsed by the City of Brantford for the following:

- Organizations that are deemed political in nature;
- Matters of political controversy;
- Religious organizations or religious events/celebrations;
- Events or organizations that have no direct significance to the City of Brantford;
- Campaign or events intended for profit-making purposes with no direct impact to the community;
- Matters attempting to influence government policy;
- Recognition of individuals;
- Any and all events that support discrimination, hatred, violence or racism.

Request Process Online:

All persons or organizations submitting a proclamation and/or flag-raising ceremony must complete and submit the online Proclamation & Flag-Raising Ceremony Request Form available on the City of Brantford's Website (alternative formats are available upon request by calling the Mayor's office). The following is the request procedure, the link to the request form can be found here: brantford.ca/proclamation

- The application should be submitted at least 90 days in advance of the date of the proclamation read at Council, which corresponds with the City Council meeting schedule;
- If requesting a flag-raising ceremony to coincide with a proclamation, the flag-raising ceremony will be scheduled close to the date of the proclamation
- The application must provide sufficient background information about the organization and event/activity being proclaimed;
- The application must include proposed text for community inclusion on the proclamation. The text is subject to approval by the City Clerk and

may be edited or rewritten to ensure compliance with City policies and procedures;

- The City Clerk's Department will review the request for proclamation, and respond to the applicant with the appropriate date the proclamation will be placed on a Council Agenda, if approved.
- If the application does not meet the criteria of this policy, the Mayor may deem it appropriate to Proclaim;
- There is no cost for the request of proclamations and flag-raising ceremonies.
- The cost of the flag is the responsibility of the organization

Procedure:

- Once approved, proclamations/flag-raising are to be considered at City Council Meetings and will be read aloud by the Mayor or Councillor;
- Repeat proclamation requests must be submitted on an annual basis;
- Organizations do not have exclusive rights to the day, week, or month being proclaimed;
- Proclamations & Flag-Raising requests received of a similar nature and during same time frame will be issued on a first come first served basis;
- Multiple requests during the same time frame will be subject to availability;
- The City of Brantford reserves the right to refuse to issue a proclamation;
- The City of Brantford will not incur any expenses related to the advertising or promotion of a proclamation/flag-raising;
- The City Clerk will provide a formal letter to the organization or person who requested the proclamation/flag-raising following the endorsement by Council.
- Requests for flag-raising ceremony must include a proclamation request.
- Proclamation request may include a flag-raising ceremony.

Proclamations with Flag Raising:

The City of Brantford may permit the flying of ceremonial flags on a temporary basis to mark special occasions and shall adhere to the following guidelines:

- An approved charitable, community or ethnic group flag will be flown for a period not to exceed one week following the flag-raising ceremony;
- The charitable, community or ethnic group flag will be flown in place of the City of Brantford Flag. The National Flag of Canada will remain flown at all times;
- Flags representative of a specific ethnic group within our community will be flown provided that the request is made on behalf of the entire group for the purpose of recognizing its contribution to the life of Canada and to our community; and provided that it does not promote the objectives of a

specific political organization within that ethnic community;

- At no time will a charitable, community or ethnic group flag be raised prior to the National Flag of Canada;
- The City may cancel or re-schedule a flag-raising in the case of an unforeseen circumstance;
- Flag-Raising requests must be in conjunction with a Proclamation request.
- Flag-Raising ceremonies will take place in Downtown Brantford at Harmony Square. Alternate locations may be considered i.e. Sport Related Theme at the Wayne Gretzky Sports Centre or Emergency Service Theme at Brantford Fire Department.

Proclamations with Sanderson Centre Marquee Façade Lighting & Message Add-On:

Subject to scheduling availability, The City of Brantford may approve the changing of the marquis lighting and messaging to coincide with an approved proclamation or flag-raising ceremony.

For duration of the proclamation period, there may be an opportunity to accommodate a request to change the façade lighting as well as a 10 second image will be added to the signage rotation of the marquee. Content subject to approval and meet the following specifications: jpg – 2816x128 pixels. Please note that visibility will begin at dusk.

All requests for additional time will be considered at the sole discretion of the theatre manager.

Date of Enactment: November 24, 2020	Related By-law Number/Staff Report Number: 194-2020/ 2020-448 123-2021/2021-346
Review and Amendment Dates: May 25, 2021	Department Responsible for Review: Clerk's Department
Date of Next Review: 2024	Applicable Legislation/Legislative Authority: