

Proclamation, Lighting and Community Flag Raising Request Policy

Policy Number: CORP. 1-12

Topic: Municipal Governance

Applies to: Residents, Organizations and Community groups associated with the Town of Newmarket

Policy Statement and Strategic Plan Linkages

This Policy relates to Council's Strategic Priorities of being "Well-Equipped and Managed", and "Well-Balanced". The **Proclamation, Lighting and Community Flag Raising Request** Policy allows for the recognition of significant organizations or community groups within the Town.

Purpose

The purpose of this Policy is to provide a standard to govern **proclamation, lighting and community flag raising requests** received and issued by the Town of Newmarket in recognition of events, organizations or community groups of significance in Newmarket. The Policy outlines the general principles, criteria, application process, communications regarding **proclamation** requests, **lighting requests and community flag raising requests**.

Definitions

Note: Defined terms are in bold font for convenience purposes only.

Community Flag a flag of a recognized charity or community group.

Community Flag Raising means the raising of a flag on a dedicated flagstaff for the purpose of raising awareness.

Peace Park Flagpole means the flagpole located at the Peace Park on Cane Parkway designated for community flag raising.

Proclamation(s) means a formal public statement by the Town designating a period (day, week, month) in recognition of a significant individual, event, or organization.

Lighting request(s) means a request to illuminate Newmarket's Riverwalk Commons in a specific colour to commemorate an event, organization or proclamation request.

Clerk means the Director of Legislative Services/Town Clerk and includes his/her designate.

Newmarket's Riverwalk Commons means the lights located above the Tim Hortons skating and water feature, and the lights under the Fred A. Lundy Bridge, located on Water Street.

Town means the Corporation of the Town of Newmarket.

Provisions

1. Application

- 1.1 This Policy applies to all requests for **proclamation, light and community flag raising requests** sent to the **Clerk**.
- 1.2 The Policy does not preclude Council from proclaiming a particular event, day, week or month, or approving a lighting or community flag raising request at a meeting of Council, pursuant to the **Town's** Procedure By-law, as amended from time to time.

2. General Principles

- 2.1 **Proclamations, lighting and community flag raising requests** are issued to acknowledge efforts, commitment and achievements of organizations, and community groups and to recognize public awareness campaigns, charitable fundraising campaigns and arts celebrations of significance to the **Town**.
- 2.2 A **proclamation, lighting and community flag raising request** may recognize a particular event, day, week or month.
- 2.3 An organization does not have exclusive rights to the day, week or month of their **proclamation** request.
- 2.4 Where the Town issues a **proclamation** in accordance with this Policy, such **proclamation** does not constitute a personal or civic endorsement by the Town.
- 2.5 The Town will not incur any expenses relating to the advertising and promotion of a **proclamation**.
- 2.6 **Lighting requests** for a particular day will be approved on a first come first serve basis. If there is a **Town** event, that requires the lighting of a particular colour, that **Town** event will take precedence over any applications for a **lighting request** received.
- 2.7 **Lighting requests** associated with a week or month long **proclamations** will be recognized on the first date of the proclaimed time period, week or month, unless otherwise specified

- 2.8 The lights located above the Tim Hortons skating and water feature cannot be changed between November 1 and April 1.
- 2.9 **Lighting** will take place from 5:00 PM to 11:00 PM on the day of the request.
- 2.10 Should technical issues arise on the day of the lighting request, an alternate day will be offered.
- 2.11 **Community flag raising** requests for a particular day will be approved on a first come first serve basis. If there is a Town event, that requires the **Town** flag to be flown, that Town event will take precedence over any applications for a Community flag raising request received.
- 2.12 **Community flag raising** requests will be approved for a maximum of 7 days.

3. Criteria for Evaluation for Requests

- 3.1 **Proclamations, lighting and community flag raising** requests are issued in accordance with the criteria as outlined in this section of this Policy.
- 3.2 Approved **proclamations, lighting and community flag raising** requests will demonstrate an interest in or have a relationship with the Town, including but not limited to the following:
- a. arts celebrations
 - b. charitable fundraising campaigns
 - c. public awareness campaigns
 - d. to honor individuals, institutions or organizations for special achievements
- 3.3 **Proclamation, lighting and community flag raising** requests will not be issued for the following:
- a. political parties or political organizations
 - b. promotion of business or commercial enterprise
 - c. matters inciting hatred, or those that are discriminatory
 - d. intent contrary to corporate policies or by-laws
 - e. intent is to defame the integrity of the Town, Ontario or Canada
 - f. matters which are untruthful
- 3.4 Where a proclamation does not fit into a category as defined in subsections 3.2 and 3.3 of this Policy, the **Clerk** may use proclamations previously recognized by the Ontario or Canadian government as a

method of reviewing any such requests. In these situations, the **Clerk** has the authority to exercise discretion when approving or denying such requests, and if deemed required by the **Clerk**, he/she may seek Council's direction on the specific request by placing it on a Committee of the Whole or Council agenda.

3.5 The **Clerk's** decision is final.

4. **Application Process**

- 4.1 **Proclamation, Lighting and Community Flag raising** requests must be submitted using the prescribed method as determined by the **Clerk**.
- 4.2 An applicant will have the ability to request a **proclamation** request, a **lighting request**, a **community flag raising** request or a combination of the three.
- 4.3 Applications must be submitted a minimum of three weeks in advance of the first date of recognition and shall not be submitted more than three months in advance.
- 4.4 **Proclamation, lighting and community flag raising** requests will not be issued if the first day to be recognized has passed.
- 4.5 The **Town** cannot accept requests made by third parties on behalf of other organizations or individuals. All requests must be made by the organization or individual to ensure that:
 - a. They are aware and approve of the **proclamation** request and that **Newmarket's Riverwalk Commons** will be lit for their event, occasion, or cause; and,
 - b. The lighting colour is consistent with the request.
- 4.6 The **Clerk** will review all applications to determine if the **proclamation, lighting or community flag raising** request meets the criteria in accordance with this Policy.
- 4.7 The **Clerk** will notify the applicant if their **proclamation, lighting or community flag raising** request has been approved or denied.

5. **Communication of Proclamations, Lightings and Community Flag Raisings Requests**

- 5.1 All approved and denied **proclamation, lighting or community flag raising** requests will be provided to Members of Council through the next Council Information Package, for information purposes.

- 5.2 The Clerk will issue a letter advising if the **Proclamation** has been approved or denied, in accordance with the policy. If the **Proclamation** is approved, the applicant will also receive a signed letter from the Mayor on behalf of Council, if requested.
- 5.3 **Proclamations** will be listed on the **Town** page and on the **Town's** website.
- 5.4 The applicant is responsible for notifying the media or advertising the **proclamation** beyond the **Town's** standard advertisement, in accordance with this Policy.
- 5.5 Arrangements for the Mayor and/or Member(s) of Council to attend a specific function or event related to the **proclamation, lighting or community flag raising** request are to be coordinated through the Mayor or Member of Council's offices.

6. Record of Requests

- 6.1 The **Clerk** will maintain a record of all **proclamation, lighting and community flag raising requests** received that will include: when the request was received, if the request was approved or denied, the **proclamation** period (day, week, month), the day of the **lighting request** and colour, the day of the **community flag raising**, the date approval was granted and if a letter from the Mayor's Office was requested.

7. Administration and Contact

- 7.1 This Policy shall be administered by the Legislative Services Department. Procedures may be defined, and amended from time to time, by the **Clerk** to address specific implementation of this Policy.
- 7.2 The **Clerk** has the authority to make amendments to this Policy, as may be required from time to time.
- 7.3 All questions, or concerns with respect to this Policy should be directed to the **Clerk**.

Cross-References

Procedure By-law 2015-50

Contact

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Details

Approved by: Council

Adoption Date: April 16, 2018

Policy Effective Date: April 16, 2018

Last Revision Date: January 3, 2019

Revision No: 001