

Policy Title: Proclamations and Letters of Recognition Policy
Policy Number: CP2020-03
Report Number: PFC2020-0264
Adopted by/Date: Council / 2020 June 15
Effective Date: 2020 June 15
Last Amended: N/A
Policy Owner: City Clerk's Office

1. POLICY STATEMENT

- 1.1 Council recognizes the importance of highlighting charitable causes or events, arts and cultural celebrations, public awareness or fundraising campaigns, milestone occasions and professions which enhance community spirit and positively impact the city of Calgary ("the City") and its citizens.

2. PURPOSE

- 2.1. The purpose of this Council policy is to establish criteria and procedures to ensure The City of Calgary ("The City") issues Proclamations and Letters of Recognition for non-profit organizations in a consistent and transparent manner.

3. DEFINITIONS

- 3.1 In this Council policy:

- (a) "Established Charitable or Non-Profit Organization" means an established and recognized organization which has been operating for a minimum of 12 months.
- (b) "Letter of Recognition" means a recognition document signed by the Mayor or designate to acknowledge a profession or an organization's significant anniversary, milestone occasion, or historic commemoration on a specific day, week, or month.
- (c) "Milestone Occasion" means an important action or event marking a significant change or historical stage of a project or cause.
- (d) "Proclamation" means a ceremonial document signed by the Mayor or designate to officially recognize the importance of a charitable cause or event, an arts or cultural celebration, or a public awareness or fundraising campaign on a specific day, week, or month.
- (e) "Significant Anniversary" means 20 years and every five years thereafter.
- (f) "Year Long Proclamation" means a ceremonial document signed by the Mayor or designate to officially recognize the importance of a city-wide



program, an arts or cultural celebration or a commemoration that spans one calendar year.

4. APPLICABILITY

- 4.1 This Council policy applies to all Proclamations and Letters of Recognition issued by The Office of the Mayor of Calgary, on behalf of City Council and the citizens of Calgary.
- 4.2 This Council policy does not apply to other forms of citizen recognition issued by individual Members of Council on their own accord.

5. PROCEDURE

5.1 General

- 5.1.1 Proclamations and Letters of Recognition are issued on behalf of the citizens of Calgary.
- 5.1.2 Proclamations and Letters of Recognition reflect prevailing expectations of an inclusive community.
- 5.1.3 Proclamations and Letters of Recognition are not legally binding. They do not constitute a personal endorsement by The Office of the Mayor or City Council, or a representation by The City as to an organization's governance, mandate or use of funding.
- 5.1.4 Previous Proclamations and Letters of Recognition are not precedent setting, and an organization must submit a new request each year, except as requested by Council resolution.
- 5.1.5 An organization may request one Proclamation or Letter of Recognition annually and the organization does not have exclusive rights to the day, week or month being proclaimed or acknowledged.
- 5.1.6 The City will not publish or incur any expense for the advertising of any Proclamation or Letter of Recognition.

5.2 Responsibilities

- 5.2.1 Council may direct a Year Long Proclamation that is accompanied by a documented communications strategy.
- 5.2.2 The authority to issue Proclamations and Letters of Recognition resides with The Office of the Mayor.
- 5.2.3 The City Clerk's Office will review all requests and make a recommendation to The Office of the Mayor as to whether the request

meets the criteria of this Council policy and in determining whether exceptions to any of the criteria in Section 5.3 shall be considered.

- 5.2.4 Proclamations and Letters of Recognition follow a standardized format with text composed by the City Clerk's Office with input from the requesting organization.

5.3 Criteria

5.3.1 Proclamations

- (a) Proclamations are ceremonial documents issued to raise awareness in the community. They are issued to:
 - i. Highlight charitable causes or events;
 - ii. Highlight arts and cultural celebrations; or
 - iii. Support public awareness or fundraising campaigns.
- (b) The requesting party must be an Established Charitable and/or Non-Profit Organization based in Calgary, or be a local chapter of an established provincial or national organization.
- (c) The request must meet the following criteria:
 - i. The cause be of local, national or international significance;
 - ii. The request is linked to an event, activity or celebration taking place in Calgary; and
 - iii. The cause or event contributes to the economic, social and cultural fabric of the City.

5.3.2 Letters of Recognition

- (a) Letters of Recognition offer civic recognition to organizations observing significant occasions. They are issued to:
 - i. Acknowledge a profession;
 - ii. Acknowledge an organization's significant anniversary or milestone occasion; or
 - iii. Acknowledge an organization's historic commemoration with local relevance.
- (b) The requesting party must be an Established Charitable and/or Non-Profit Organization based in Calgary, or be a local chapter of an established provincial or national organization.

5.3.3 Exclusions

The following will be considered as a basis for declining a request for a Proclamation or Letter of Recognition:

- (a) Recognizing the cause, event, campaign or organization may be:
 - i. contentious, potentially divisive, or inconsistent with human rights legislation;
 - ii. inconsistent with The City's policies or bylaws; or
 - iii. inconsistent with industry accepted advertising standards.
- (b) The cause, event, campaign or organization is:
 - i. political in nature;
 - ii. commercial in nature and may be intended for profit-making purposes; or
 - iii. not connected with the City or has no direct impact to the City.

6. AMENDMENT(S)

Date of Council Decision	Report/Bylaw	Description

7. REVIEW(S)

Date of Policy Owner's Review	Description
2021 June 30	Reviewed with no changes needed