

COMMITTEE OF THE WHOLE (WORKING SESSION) FEBRUARY 15, 2005

CORPORATE POLICIES AND PROTOCOLS FOR EVENTS

Recommendation

The Commissioner of Economic/Technology Development and Communications, in consultation with the Senior Management Team and the Director of Corporate Communications, recommends:

1. That the attached "Corporate Policies and Protocols For Events," dated February 15, 2005 be approved; and
2. That this policy document supersede all existing City policies, procedures or practices relating to event protocols including "Corporate Policies and Protocols For Events," dated December 15, 2003.

Purpose

To obtain Council approval for the Corporate Policies and Protocols For Events (February 15, 2005), which expands upon the current policy document of December 15, 2003 by adding more detailed policies and protocols relating to community events.

Background - Analysis and Options

On December 15, 2003, Council approved the Corporate Policies and Protocols For Events (Committee of the Whole Report 72, Item 5). Subsequently, senior management, with input from staff, determined that the policies and protocols relating to community events needed to be expanded. The director of Corporate Communications was directed to revise and expand the existing policy.

In particular, the new policy clearly defines a "community event" and outlines the protocols relating to community events that have been endorsed or sponsored by Council. As such, this revised policy document addresses the Council request for staff to develop a policy for community park events (Committee of the Whole Report No. 61, Item 38, September 15, 2003).

In addition, the revised policy provides expanded and clarified guidelines for City staff organizing or supporting City-hosted events. These include protocols relating to the Order of Speakers at City Events (Mayor or Acting Mayor or speaker designated by City Manager in the capacity as Master of Ceremonies). For community events, the order of speakers is determined by the host organization.

These provisions address the request that staff provide a report on proper protocol for City-hosted events (Committee of the Whole Report No. 78, Item 29, November 8, 2004) and the request that staff provide a report on the proper protocol at functions where the Mayor is not in attendance, but other Members of Council are present (Committee of the Whole Report No. 78, Item 30, November 8, 2004).

Relationship to Vaughan Vision 2007

The establishment of a protocol policy for City and Community Events is in keeping with the emphasis on service excellence identified in the City's strategic plan, Vaughan Vision 2007, in support of the goal (6.1) to "Establish Effective Internal Communications" by expanding and strengthening the level of communication services in support of the Mayor, Members of Council, Office of the City Manager and Departments (6.1.2). In

addition, this policy initiative is consistent with the goal (6.4) to “Strengthen Corporate Image and Identity” and its objective (6.4.2) to “Create increased awareness of the City’s leadership on key issues and celebrate our successes and achievements.”

This report is consistent with the priorities previously set by Council and the necessary resources have been allocated and approved.

Conclusion

Council approval of the “Corporate Policies and Protocols For Events,” dated February 15, 2005, will ensure that the City is appropriately represented by the Mayor and/or Members of Council and/or Senior Management at City and community functions, and will ensure appropriate recognition of dignitaries and non-City representatives at City events.

Attachments

Corporate Policies and Protocols For Events, dated February 15, 2005

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Respectfully submitted,

Frank Miele
Commissioner of Economic/Technology Development and Communications



CORPORATE POLICIES AND PROTOCOLS FOR EVENTS

prepared by
Corporate Communications

Frank Miele, Commissioner
Economic/Technology Development and Communications

February 15, 2005

CORPORATE POLICIES AND PROTOCOLS

SUBJECT: Events

DEFINITIONS:

Policies – A policy is a course or principle of action adopted by the Corporation. Policies cannot be disregarded or circumvented without cause and authorization from the City Manager.

Protocols – Protocols are the formalities observed on a special occasion. They are intended as guidelines only. On formal or official occasions, protocols should be followed closely. Breaking with protocol or “exceptions to the rule” are acceptable on less formal occasions.

DESCRIPTION:

There are two types of events in which City of Vaughan elected representatives and City officials take part. *City events* are those owned and hosted by the City of Vaughan and involve City services or facilities. *Community events* are local events owned and hosted by a community or business organization, and may or may not involve City support or sponsorship. Co-sponsored events, jointly hosted by the City and another organization/business, are included in the *Community events* category.

PURPOSE:

The purpose of this policy is to inform City staff about City procedures relating to *City Events* and *Community Events* and to assist City staff in directing enquiries to the appropriate community or City contact. In addition, this policy will guide City staff in organizing or supporting successful events.

City Events are a primary means of showcasing the services and facilities that City residents receive for their tax dollars. They are a way of personalizing the City administration through the participation of the Mayor, Councillors and the City Manager, and offer an opportunity for direct interaction with local citizens.

Community Events are a means for resident and community groups to come together to organize special activities that celebrate a sense of community and enhance the quality of life for residents and visitors to the City of Vaughan. Community events can include festivals, fairs, parades, dinner dances, fund-raising events, sporting events, etc.

Community Events also can be supported by an individual Councillor for the benefit of a specific ward. These “Ward Events” may include the opening of a parkette or a statue unveiling.

For the purpose of this policy, information applicable to *City Events* is presented as SECTION A and information applicable to *Community Events* is included in SECTION B. All protocols apply to both sections, unless otherwise indicated.

SECTION A: CITY EVENTS

RESPONSIBILITY:

City events are owned and hosted by the City of Vaughan and involve City services or facilities. City events are organized and managed by a lead or host City department and the funding for the event is allocated to the budget of the lead department.

TIMING RESTRICTION:

City events will not be held in the time leading up to a municipal election, beginning on the last day for declaring candidacy and ending on the day after election day.

PLANNING PROCESS:

The lead or host City department funding the event will appoint a project or event coordinator who will be responsible for the timing and logistical requirements for the event, preparing the event work plan and obtaining any necessary approvals.

For events involving partner organizations, the draft work plan will be prepared by the project or event coordinator and input will be obtained from the partner organization prior to the finalization of the work plan and obtaining any necessary approvals. The final work plan will be distributed to the participants in the plan.

To assist in preparing an events work plan, a *Special Events Template* is available from the Corporate Communications Department.

SECTION B: COMMUNITY EVENTS

RESPONSIBILITY:

Community events are organized and managed by a lead or host community group and funding for the event is solicited and managed entirely by that group. Host groups may include ratepayer organizations, service clubs, not-for-profit organizations, community interest groups, for-profit businesses, etc.

For the purpose of this policy, Community Events have been divided into three categories:

- 1. *Independently-run Community Events*** – events that have no direct association with the Corporation. The only connection to the City may be an invitation to the Mayor and/or members of Council to bring greetings from the City at an opening ceremony. For all community events, the City of Vaughan website will be updated with upcoming event notices upon receiving the information from the event organizers.
- 2. *Council Endorsement of Community Events*** – events that have been officially endorsed by Council following a deputation to Council or Council approval of a request by the event organizers. Council would approve any City support services to be provided (including value of City services to be provided). These could include:

- letter of endorsement to be used by the event organizers, if requested.
- Corporate Communications issuing a news release and/or media advisory
- Posting event information to the City website
- Cost of a parade float or other equipment to facilitate the participation of Council and/or senior staff in the event
- Use of City logo on event promotional materials (with suggested tagline: “Proudly supported by ...”)
- Provide Services-In-Kind for approved Community Service Organizations (CSOs), within the inventory and Council-approved costs.

3. City Sponsorship of Community Events – events that have been officially endorsed by Council and sponsorship provided in the form of financial support and/or the provision of services. Following a successful deputation to Council and/or Council approval of a written request by the event organizers, a sponsorship agreement would be signed by the City and the event organizers. This would detail the benefits (advertising, marketing, etc.) provided by the event organizers being provided in return for the City’s financial support and/or provision of City support services (including value of City services to be provided).

OTHER CONSIDERATIONS:

Ward Events – Ward Events, involving the Ward Councillor and ward residents and/or businesses, would be included in one of the above formats depending on whether the event is receiving some form of City support.

Committee Events – Events organized by special Committees that have City staff as committee or sub-committee members (ie. Santafest Parade). In keeping with the above three formats for a Community Event, these events would be City-Sponsored Community Events (ie. direct cost to the City for staff time and services) and would require Council approval.

Council Approval and documentation of services provided – City support can be provided to the community group if so directed by Council. A deputation requesting City support will be made to Council. Alternatively, a written request by the event organizers can be submitted for Council approval.

If approved/endorsed, Council will direct the appropriate department to provide the required service and document all department-related costs. For example:

- All service requests (picnic tables, showmobile stage, use of a facility) will be directed to the Recreation and Culture Department (permit may be required and user fees may apply).
- Road closure requests will be directed to the Clerks Department.
- Communications and website support requests will be directed to Corporate Communications.

For all community events, Corporate Communications will update the City of Vaughan website with upcoming event notices upon receiving the information from the event

organizers. Only at the direction of Council will Corporate Communications assist community volunteer committees in organizing events.

TIMING RESTRICTION:

City events will not be held in the time leading up to a municipal election, beginning on the last day for declaring candidacy and ending on the day after election day.

PLANNING PROCESS:

If Council approves City support for a community event, the coordinator from the host organization will meet with the Mayor and/or members of Council to discuss the elements of the work plan, including proposed date(s). In addition, the coordinator from the host organization would meet to discuss the proposed work plan.

SECTION C: EVENT PROTOCOLS

Event protocols apply to both City and Community Events, unless otherwise indicated. All event protocols for Community Events are presented as recommendations only.

EVENT INVITATIONS:

For City Events

The Mayor and members of Council are the hosts for Council-approved events and this is reflected in the invitation, as in the following example.

<p>Mayor and Members of Council invite you (and guest/guests) to [name of special occasion – e.g., Official opening/launch, Official sod turning/corner stone laying, Official tree planting/official inaugural]</p> <p>[Location details]</p> <p>[Day, Month, Year]</p> <p>Ceremony at 1:30 p.m.</p> <p>Entertainment, Activities, and Refreshments 2:00 p.m. to 4:00 p.m.</p> <p>Map on Reverse</p>

The special event may have limited seating capacity. If so, the invitation should include an R.S.V.P. to confirm the number of guests expected, as in the following. If a reception or refreshments are sponsored, the name of the sponsoring organization or company may be included in the invitation.

Mayor and members of Council
invite you (and guest/guests) to the
Volunteer Recognition Evening,
a ceremony to recognize your outstanding achievements.

Tuesday, April 30, 2003 at 7 p.m.
Council Chamber at the City of Vaughan
2141 Major Mackenzie Drive

A brief reception sponsored by XXXXX will follow in the main foyer.

Please RSVP by Tuesday, April 23, 2004, to John Doe at 999-9999.

Invitations should be sent out as early as possible, normally, no earlier than eight weeks and no later than four weeks in advance. For more significant projects, invitations (particularly to speakers) may be sent out earlier.

For Joint City / Partner Events

Council acknowledges and recognizes partnerships in the construction, and ongoing management of joint City and community facilities by including the partner organization in the opening line of the invitation as follows:

Mayor, Members of Council **[and name of Partner]**
invite you to the [name of special occasion – e.g., Official opening/launch,
Official sod turning/corner stone laying, Official tree planting/official inaugural]
Official Opening of (type in name of special occasion).

[Location details]

[Day, Month, Year]

Ceremony at 1:30 p.m.

Entertainment, Activities, and Refreshments
2:00 p.m. to 4:00 p.m.

Map on Reverse

For Community Events and Private Functions

The protocol for these events is determined by host organizations and individuals.

INVITATION LIST:

The invitation is developed at the start of the project and included as part of the event work plan in consultation with the client department, the Mayor/Councillors or the Ward Councillor, depending on the nature of the event. The list should include all groups, residents or individuals who have contributed to the project, will be affected by the project, or who are considered one of the audiences the project/event is intended to reach. The list should also include the appropriate dignitaries as well as the City staff who have worked on the project.

The invitation list will change with every event; however, this is an example of some invitees to be considered:

- Mayor, Councillors, City Manager, Senior Management Team, City staff
- Regional Chair
- Chief of Police
- Area MP, MPP (if appropriate)
- School Board Chair(s) and trustees (if appropriate)
- General Public/Area Residents (if it is an open event/some events are by invitation only)
- Representatives from the Provincial or Federal Government
- Area Businesses
- Community, Ratepayer or User Groups
- Media (Corporate Communications is responsible for inviting the media)

EVENT PROGRAM:

Speakers for *City Events* would represent organizations or individuals who have made significant contributions to the project. The organizations should be asked by the event coordinator to determine who they wish to represent them. For example, if both an elected and a staff representative from a school board are invited, the Board would be asked to confirm who will speak on its behalf.

For City Events:

The event program outlines what will occur during the day, particularly during the formal elements of the event ceremonies, and where these activities will take place (i.e. exact ceremony location). Include the schedule, names, event purpose, activities, and, if the event is planned outdoors, a back-up location.

Sample program for a plaque unveiling:

- **Introduction by Master of Ceremonies (City Manager)**
- **City Welcome:** Mayor
- **Remarks:** speakers designated by the MC
- **Remarks:** Community Representative
- **Dedication:** Relevant Person
- **Unveiling of Plaque:** Stage Guests

Remarks need not be restricted to two individuals as the above example shows. However, to avoid a lengthy program, the speakers should be limited to the representatives of organizations or individuals who have made a significant contribution to the project.

An ideal program should not exceed 30 to 40 minutes in length and speeches should be brief – a maximum of two minutes for each speaker if the audience is standing and five minutes if the audience is seated.

For City Events co-sponsored with an outside organization

For joint City/Partner events where an organization, through a substantial funding contribution, is considered a partner in the project and a co-host of the event, a representative of the partner organization is invited to speak following the Mayor and before other speaking guests, as follows:

- **Introduction by Master of Ceremonies (City Manager)**
- **City Welcome:** Mayor
- **Partner Welcome:** Partner representative
- **Remarks:** speakers designated by the MC
- **Remarks:** Community representative
- **Dedication:** Relevant Person
- **Unveiling of Plaque:** Stage Guests

Community Events and Private Functions

The program for community and private events is provided by the host organization or individual. If the Mayor or members of Council are present as invited guests, it is appropriate for the Mayor, Acting Mayor or Member of Council to speak following the introduction by the Master of Ceremonies to bring greetings from the City. This arrangement would be expected at events partially funded or supported by the City, but it remains at the discretion of the host organization.

ORDER OF SPEAKERS (Also see Event Program):

For City Events:

The role of the Master of Ceremonies is performed by the City Manager, or any persons designated by the City manager, and the Master of Ceremonies will speak first to make the event introductions. This is followed by the Mayor or Acting Mayor, who will bring greetings from the City. Other speakers will follow the Mayor.

For *City Events*, the City Manager, as Master of Ceremonies, will determine who will speak following the Mayor and the order of precedence. In most cases, only the Mayor or designate would speak to extend greetings from the City.

For *Community Events*, the protocols for the order of speakers is determined by the host organization (This includes any event involving a Ward Councillor, regardless of whether the event is receiving Council and/or City Support).

For events when representatives of the federal or provincial government are invited to participate, the speaking order will follow the established order of precedence for each level of government (see Appendix 4).

Speakers may be arranged in descending order of precedence (federal then provincial). Please note that the Mayor and City representatives will speak first unless special circumstances dictate changing the order.

For Joint City/Partner Events

The above order of speakers should be followed. The representative of the partnership organization will speak as the co-host of the event following the Mayor and Member of Council.

Community Events and Private Functions

It is appropriate for the Mayor or Acting Mayor to speak following introductions to bring greetings from the City. The Councillor(s), if invited to the event and asked to speak, should speak following the Mayor.

For All Events

The Mayor recognizes members of Council and the City Manager introduces appropriate staff.

STAGE GUESTS:

For City Events, stage guests should be limited to hosts and all Members of Council and those speaking or making a presentation during the program.

Non-speaking special guests will also be acknowledged during the program and provided special seating in a V.I.P. section, or reserved rows at the front of the audience seating. (Reserved seating should also be offered to the companions/family who accompany the special guests).

RECEPTION:

A reception will follow an official *City Event* and be arranged according to allocated budget, appropriateness to the event and limitations/opportunities presented by the location of the event. If appropriate, a reception may be sponsored by a company or organization and proper recognition of the sponsor should be made.

If the reception is to be held outdoors, arrangements for a secondary location or tent top, should be made in case of inclement weather.

Grace/Benediction

If grace or benediction is requested, it is said before the meal with the guests standing. A clergyman who is a guest is usually asked to say grace. This is the most familiar grace, acceptable to all religions:

**For what we are about to receive,
Lord, make us truly thankful, Amen.**

CONSIDERATION FOR SPECIAL GUESTS/COUNCIL:

Parking

Every effort should be made to provide V.I.P. parking for stage guests, special guests and members of Council at events, logistics permitting. This ensures that these individuals can quickly and easily access the ceremony site, and leave promptly to attend other commitments.

There should be a designated and signed parking spot located in close proximity to the event site for the Mayor at all City-hosted events.

Reserved Seating

Special guests should be seated in a reserved area of the audience (**see STAGE GUEST section**).

Stage/Seating Procession

For more formal events, a procession to the stage may be incorporated into the event ceremony. Where budget permits and as appropriate, a piper may be arranged. The procession will include the stage guests, and may also include the special guests to be seated in the reserved area of the audience (stage guests to precede and seated guest to follow). Generally, the following order should take place:

- Mayor
- Regional Councillors
- Local Councillors
- City Manager
- Representative of Partner Organization or Chair of Community Committee as co-host
- Other levels of government in order of precedence in ascending or descending order
- Other guests

SPEECHES/SPEAKING NOTES:

The lead department will be responsible for providing background speaking notes for the Mayor or Acting Mayor and the City Manager, upon request. Writing and editing support is available from Corporate Communications and the Communications Coordinator for Council.

FLAG PROTOCOL:

Flags of Canada, Province of Ontario and City of Vaughan are to be flown at all official functions (unless strong winds cause portable poles to be a hazard to the guests).

In general, the order of precedence for flags is federal, provincial, regional and city. From the audience's point of view, the flags are placed in descending order from left to right. Where only three flags are used, the federal flag is placed in the centre, provincial to the right and the City to the left.

For all other flag placements (with other countries, provinces, in parades), the federal flag protocol is to be followed. Details available at www.pch.gc.ca/ceremonial-symb/etiquette/chap2-e.htm.

Half-masting of flags is governed by the City's "*Expression of Sympathy*" policy, which states that Civic Centre flags are flown at half mast in recognition of the death of prominent public figures, in accordance with the protocol established by the Secretary of State. For all other individuals, flags may be flown at half-mast at the discretion of the Mayor.

PLAQUES:

Plaques should reflect the year Council approved the project and/or the date of the dedication.

Two types of plaques may be installed on City facilities:

1. to commemorate the official opening of the facility; and
2. to recognize the efforts of volunteer groups who contributed to the fundraising of the facility.

Size, shape and placement of plaques are determined by the construction project team, or client department. A dedication plaque could include:

Name of Facility
This Facility is Dedicated in Recognition and Appreciation of the Invaluable Contribution of XXXX to the City of Vaughan.
Mayor (name) Regional Councillors (names) Local Councillors (names) City Manager (name) Commissioners (names)
[Date of dedication]

Special Consideration:

The installation of plaques on City property must be authorized by the City of Vaughan.

There may be instances when the event hosts/community may want to take the opportunity to recognize another accomplishment or occasion with an additional plaque unveiling. (For example: acknowledging fallen City of Vaughan Firefighters at a new Vaughan Fire Hall official opening). Recognition of this additional plaque should be incorporated into the event work plan and approved by the Mayor, Councillors, hosts and/or participants of the event. The plaque should be in similar or complementary design to the other official plaques placed on site. **(See also PROGRAM section).**

PARADES:

Elected officials appear in parades in the following order:

1. Mayor
2. Members of Council (riding in or on a common vehicle, or appearing in order of the wards they represent)
3. Regional Chairman
4. Provincial government representative
5. Federal government representative

BANQUET SEATING:

All Members of Council are seated at the head table. The Mayor, Acting Mayor or designated Councillor will be called upon to bring greetings. When the Mayor, Acting Mayor or designated Councillor is also the main speaker at the banquet, he/she sits in the centre of the head table adjacent to the podium.

CHAIN OF OFFICE:

The Mayor's chain of office is worn during Council meetings, official openings, parades, etc., as often as possible at the discretion of the Mayor.