



Corporate Policies, Programs and Procedures
Proclamation Policy

Title of Policy:	Proclamation Policy	Affects:	All Employees, Elected Officials and members of the public, and all Town Facilities
Section:	Legislative Services	Replaces:	Not applicable
Original Policy Date:	Not applicable	Revision Date:	Not applicable
Effective Date:	January 1, 2017	Next Review Date:	As required
Prepared By:	Legal & Legislative Services	Approval Authority:	Council

1. Purpose

- 1.1. This Policy establishes a framework for the approval of Proclamation requests received by the Town.

2. Application

- 2.1. This Policy applies to all requests for Proclamations sent to the Clerk's Office.
- 2.2. The Policy does not apply to Notices of Motion submitted by Members of Council pursuant to the Procedural By-law that may result in Council proclaiming a particular event, day, week or month.

3. General Principles and Rules of the Policy

- 3.1. Proclamations are issued to acknowledge the efforts, commitment and achievement of individuals and organizations that enhance the community of Aurora.
- 3.2. Proclamations are issued to recognize public awareness campaigns, charitable fundraising campaigns, and arts and cultural celebrations of significance to the Town.
- 3.3. A proclamation may recognize a particular event, day, week or month.

- 3.4. An organization does not have exclusive rights to the day, week or month of its proclamation.
- 3.5. All proclamation requests will be reviewed on a case-by-case basis and no individual or organization has the right to a proclamation.
- 3.6. The declaration of a proclamation is at the discretion of the Town, and the Town reserves the right to decline any request.
- 3.7. Where the Town issues a proclamation in accordance with this policy such proclamation does not constitute a personal or civic endorsement by the Town or approving official.
- 3.8. The Town of Aurora will not incur any expenses relating to the advertising and promotion of a proclamation.

4. Definitions

- 4.1. In this Policy, the following words have the following meanings:
 - (a) “**Clerk**” means the Clerk appointed by Council pursuant to requirements of section 228 of the *Municipal Act, 2001*, S.O. 2001, c. 25, as amended, or his/her designate.
 - (b) “**Council**” means the Aurora Town Council.
 - (c) “**Procedural By-law**” means the by-law that governs the calling, place and procedures of meetings of the Town, and that is enacted by Council in accordance with the requirements of subsection 238(2) of the *Municipal Act, 2001*, S.O. 2001, c.25, as amended.
 - (d) “**Town**” means The Corporation of the Town of Aurora.

5. Proclamation Criteria

- 5.1. Proclamations may be issued by the Town to acknowledge the efforts, commitment and achievement of individuals and organizations that enhance the community of Aurora.
- 5.2. Proclamations may be issued by the Town to recognize public awareness campaigns, charitable fundraising campaigns, and arts and cultural celebrations of significance to the Town.

- 5.3. A Proclamation may be issued by the Town if it pertains to one of the following matters:
- (a) Civic promotions;
 - (b) Public awareness campaigns;
 - (c) Charitable fundraising campaigns;
 - (d) Awareness or celebration that promotes interfaith and/or intercultural dialogue;
 - (e) Arts and cultural celebrations; and
 - (f) Special honours for individuals or organizations for special achievements.
- 5.4. A Proclamation will not be issued by the Town when the request pertains to any of the following:
- (a) Individuals, events, organizations or community groups with no demonstrated interest or direct relationship to the Town;
 - (b) Matters of political controversy, political parties or political organizations;
 - (c) Religious organizations whose intent is to claim a recognition, or imposition, of religious doctrine and/or particular portions of religious doctrine;
 - (d) Individual conviction;
 - (e) Businesses or commercial enterprises, and celebrations, campaigns or events intended for profit making purposes;
 - (f) Discriminatory or inflammatory matters;
 - (g) Attempting to influence Town policy;
 - (h) National, Independence or Republic Days;
 - (i) Celebrations, campaigns or events contrary to Town Policies or by-laws;
 - (j) Illegal matters;
 - (k) Matters which defame the integrity of the Town;
 - (l) Matters designed to incite hatred or disorder; and,

- (m) Matters which are untruthful.

6. Application Procedures

- 6.1 Requests for proclamations shall be submitted in writing and include:
 - (a) A brief summary and background of the individual or organization requesting a proclamation;
 - (b) A brief summary and background of the subject matter of the requested proclamation;
 - (c) The name and date(s) of the day, week, month, or event to be proclaimed;
 - (d) The proposed text for the proclamation, which the Clerk may request and make amendments to the proclamation, which in the Clerk's opinion improves the structure and/or overall intent of the requested proclamation;
 - (e) Contact person's name, address, telephone number and email; and
 - (f) A date when the proclamation is required.
- 6.2 Requests for proclamation must be submitted at least one month prior to the first day of the event day, week, or month for which a proclamation is requested.
- 6.3 Any request to raise a flag associated with the proclamation, will be required to meet the criteria set out in the Flag Protocol and Flag Raising Policy.

7. Approval Procedures

- 7.1 Proclamation requests that comply with this Policy will be approved at the discretion of the Clerk.
- 7.2 The Clerk may refer any request for a proclamation to the Mayor or any other Town staff for comment on the request.
- 7.3 The Clerk will notify the requestor of the Town's decision in relation to any request received within five (5) business days.

8. Communication of the Proclamation

- 8.1 The individual, organization or community group will be responsible for disseminating the proclamation to the media and making arrangements for

the attendance of the Mayor and/or Councillors at the specific function or event, if any, at which the proclamation is to be made.

8.2 Notice of proclamations approved by the Clerk will be posted on the Town's website or by other means at the discretion of the Town.

8.3 Certificates of proclamations are available from the Clerk's Office upon request.

9. Delegation

9.1 The authority to approve or deny Proclamations under this Policy is delegated to the Clerk or his/her designate.

9.2 The Clerk may refer any request for Proclamation for Council's consideration when deemed appropriate by the Clerk.

10. Responsibility

10.1 Council will be responsible for:

- (a) approving and amending this Policy; and
- (b) deciding on any matter referred by the Clerk to Council.

10.2 The Clerk will be responsible for:

- (a) exercising any authority delegated to the Clerk by this Policy;
- (b) administering the operation of this Policy;
- (c) interpreting this Policy; and
- (d) creating any procedure that the Clerk deems necessary for the effective and efficient implementation of this Policy.