

Policy Title: Community Recognition Program

Policy Number: 06-04-04

Section:	Public Relations	Subsection:	Recognition
Effective Date:	April 7, 2021	Last Review Date:	March, 2021
Approved by: Council	Owner Division/Contact: Corporate Communications, Corporate Services Department		

Policy Statement

The City of Mississauga’s Community Recognition Program brings public awareness to special occasions and events which enhance the health, welfare, safety and cultural diversity of the community.

Purpose

The Community Recognition Program is intended to raise awareness and encourage participation in fundraising initiatives, public awareness campaigns, cultural, sport and entertainment programs as well as activities that foster a spirit of community and contribute to enriching the quality of life in Mississauga.

This policy outlines the types of recognition available, the criteria and application process and roles and responsibilities of staff.

Scope

This policy applies to non-profit groups and organizations that meet the criteria outlined in this policy.

Special achievements and anniversaries of individuals, groups and organizations or businesses are recognized through the City of Mississauga Civic Recognition Program. Refer to Corporate Policy and Procedure – Civic Recognition Program for more information.

Requests for recognition activities from City staff or other levels of government will be reviewed in accordance with this policy.

Council Requests

These are requests from elected officials to light the clock tower or raise a flag to recognize a significant local, regional, national or international cause or event. These requests can be

submitted directly to Strategic Communications staff for consideration and/or be addressed during General Committee or Council meetings.

To ensure the desired date is available, Council requests should be received with as much lead time as possible.

Council may also elect to display a national flag that is related to the promotion of an international City-hosted or joint-partnership event. For more information refer to Corporate Policy and Procedure – Recognition – Flag Protocol at City Facilities – Exceptions.

Legislative Requirement

Any collection, use and disclosure of information under this policy will be undertaken in accordance with the *Municipal Freedom of Information and Protection of Privacy Act*.

Definitions

For the purposes of this policy:

“Commissioner” means the Corporation’s Commissioner of Corporate Services and Chief Financial Officer and includes any person who has been authorized, in writing, to temporarily act during absence or vacancy in that office.

“Director” means the Director, Strategic Communications, Corporate Services Department or their designate.

Administration

The Community Recognition Program is administered by the Strategic Communications Division, Corporate Services Department, with the support of the Facilities and Property Management Division, Corporate Services Department and the Culture Division, Community Services Department.

City’s Role

The City’s relationship with community organizations, volunteer groups or other organizations under this program is one of support only. Such support does not constitute civic endorsement and will not be seen to represent or imply any partnership.

Accountability

Strategic Communications Division

Strategic Communications staff are responsible for:

- Reviewing all applications for compliance with the criteria outlined in this policy

- Ensuring a previous request has not been processed by the same group in the previous 12 months (maximum of one request per 12-month period)
- Ensuring a previous request for the same cause has not been processed in the previous 12 months (maximum of one request per cause over a 12-month period)
- Ensuring the submitted/requested flag aligns with the flag raising request
- Evaluating all applications, in consultation with other departments/divisions, the Director and the Commissioner, where necessary
- Notifying applicants of the outcome of their application
- Notifying the Mayor and Members of Council of approved recognition activities
- Scheduling and completing all approved social media messaging, and
- Advising applicable departments/divisions as required to prepare and complete approved requests

Director

The Director is responsible for:

- Ensuring applicable staff are aware of and trained on this policy
- Approving all requests as evaluated by staff, and
- Escalating to the Commissioner as required

Criteria

The request must meet all the following criteria:

1. The group/organization is a registered charity or not-for-profit and is not a commercial or business operation. Charities must include their nine-digit registration number.
2. The group must have a presence in Canada.
3. For health-related causes, the event/activity must be aligned with [Health Canada's Calendar of Health Promotion Days](#) or it can be reasonably determined that the cause/event/activity could significantly impact the community.
4. For national flag raisings, the flag that is being raised must represent a nation whose flag is recognized by Global Affairs Canada.
5. For non-national flag raisings, the imagery on the flag must clearly represent the cause.
6. The group/organization's core values do not conflict with the City's core values, vision or strategic goals or do not adversely impact on the City's identity.
7. The group/organization/event must raise awareness and encourage participation in fundraising initiatives, public awareness campaigns and/or cultural, sport and entertainment programs and activities that foster a spirit of community and contribute to enriching the quality of life in Mississauga.
8. In addition, the community recognition request:
 - a) May not be in conflict with any applicable laws, City by-laws or policies
 - b) Does not advance the political interest of any particular party or group
 - c) Does not have the potential to incite violence and hatred
 - d) Does not present demeaning or derogatory portrayals of individuals or groups

- e) Is not of questionable taste in style, substance or presentation method
- f) Does not minimize and/or detract from the image of the City and/or its employees
- g) Is not a matter that represents personal conviction

City Reserved Period

The following days are reserved for internal, City programming and may not be booked for any community recognition activities. The reserved dates listed below can be changed or modified by the City of Mississauga at any time, without notice. Please note that the reserved dates may also include the two preceding days.

The City's Strategic Communications team can be contacted to determine availability. Please note that some of the dates listed below will change from year to year.

- a) January 1 – New Year's Day
- b) February – Family Day (Ontario)
- c) February 14 – Hazel McCallion Day and Valentine's Day
- d) March 17 – St. Patrick's Day
- e) April 28 – National Day of Mourning
- f) May (the second Sunday in May) – Mother's Day
- g) May (the last Monday preceding May 25) – Victoria Day
- h) June (third Sunday in June) – Father's Day
- i) July 1 – Canada Day
- j) September (the first Sunday in September) – Labour Day
- k) October (second Monday in October) – Thanksgiving Day
- l) October 31 – Halloween
- m) November 11 – Remembrance Day
- n) November – The City of Mississauga's Light up the Square event
- o) December 31 – New Year's Eve

State of Mourning

Certain days also represent the mandatory dimming of the Civic Centre clock tower. The dimming of the clock tower is in line with the half-masting of Civic Centre flags and/or flags flying at all City-owned facilities, as is done on the Peace Tower in Ottawa. The City will light the Civic Centre clock tower, office tower and façade in a dimmed white light at dusk on the following days in recognition of:

- April 28 – National Day of Mourning, to recognize those who have been injured or killed in the workplace
- June 23 – National Day of Remembrance for Victims of Terrorism
- Second Sunday of September – Fallen Firefighters National Memorial Day, to recognize all firefighters who died in the line of duty during the previous year
- September 29 – National Police and Peace Officers' National Memorial Day, to recognize those who have made the ultimate sacrifice in the performance of their duties

- November 11 – Remembrance Day, to honour the memory of all Canadians who served their country in times of war
- December 6 – National Day of Remembrance and Action on Violence Against Women

Observing Tragic Events

The Mayor or Acting Mayor may direct that the clock tower be lit to recognize a sudden and significant local, national or international tragic event that impacts the community. These lightings may displace or interrupt a previously scheduled recognition activity. In this case, the requesting organizations/individual will be given as much notice as possible about any changes to their previously scheduled lighting. Strategic Communications staff will work with the requestor to reschedule their lighting.

Note: The City may choose to recognize anniversaries of tragic events through tower lighting/dimming on the first, fifth, 10th and subsequent anniversaries at five-year intervals thereafter.

Types of Recognition Available to the Community

Non-profit groups and organizations may qualify for one of the following types of recognition:

1. Community flag raising – on a flag pole designated by the City on Mississauga Celebration Square (MCS)
2. Lighting of the Civic Centre clock tower

Recognition requests will be reviewed and evaluated in the order they are received.

A cause will only be recognized once per 12-month period even if the request was made by a different organization.

Non-profit groups and organizations will be limited to one community recognition (flag raising OR tower lighting) request per 12-month period.

A flag raising and lighting request may occur on the same day if the causes are different, with the exception of the City's recognition of Pride in Mississauga. In this case, both a flag raising and tower lighting for the same cause can take place on the same day. However, two flag raisings or two lightings will not be permitted on the same day.

Flags will remain in place for one day (up to 24 hours) and take place on the approved date. Lightings will occur for one evening and take place on the approved date.

1. Flag Raising

The City of Mississauga will raise flags for non-profit groups and organizations that meet the criteria in this policy. The requestor will be responsible for providing a physical flag, along with an identical digital copy.

Requests will be reviewed and evaluated in the order they are received. Flag raisings will take place on a flag pole designated by the City on MCS. The flag raising will be recognized digitally on MCS media screens, as space is available and in rotation with scheduled programming.

The approved flag must be dropped-off to the Welcome Desk, located in the Mississauga Civic Centre, from 8:30a.m. to 4:30p.m. Monday to Friday, no later than one week before the event. Flags must be picked-up at the same location no later than ten business days following the event. Flags that are not retrieved within this time period will be disposed of by staff privately and in a respectful manner.

In the event that the Welcome Desk is not available, the flag must be provided to staff at the designated flag pole on Mississauga Celebration Square thirty minutes prior to the flag raising event. The requestor may arrange to retrieve the flag from Facility and Property Management staff when it is lowered 24 hours later or, if this is not possible, the flag will be retained by Facility and Property Management staff until such time as the Welcome Desk reopens. Organizations will be notified when the Welcome Desk is open or other arrangements can be made for the requestor to retrieve the flag. Flags that are not retrieved within ten business days of notification will be disposed of by staff privately and in a respectful manner.

Flags will remain in place for one day (up to 24 hours) and will occur on the approved date.

In the event that there is a half-masting planned for the day following a flag raising, which wouldn't allow the community flag to be flown for 24 hours, Strategic Communications staff will advise the requestor as soon as possible.

Support Provided

The support of City support will consist of the following:

Strategic Communications staff will be responsible for:

- Working with the Culture Division to advise of the date and confirm availability of MCS
- Coordinating with the Facilities and Property Management team to advise of the flag raising date, confirm resources and date of the flag delivery
- Preparing a virtual display on MCS digital screens in rotation with scheduled programming (image to be provided by the requestor)
- Coordinating social media messaging for the designated day on the City's corporate Twitter channel. Hashtags and website links to be provided by the requestor
- Updating the online Community Recognition Program listing, and
- Advising Mayor and Council of upcoming flag raisings

Facility and Property Management staff will be responsible for:

- Retrieving the flag from the Welcome Desk once it has been dropped-off by the requestor

- Raising and lowering of flags on the designated flag pole on MCS
- Retrieving and returning the portable audio visual unit from the Tech Hub, Information Technology, Civic Centre, and
- Returning the flag to the Welcome Desk to be picked up by the requestor

Culture staff will be responsible for:

- Confirming the availability of MCS and the digital media screens on the requested date, and
- Providing support as required in coordinating the virtual display on the digital media screens

Security Services staff will be responsible for:

- Making Security Officers available during the flag raising if a security risk has been identified by Strategic Communications

2. Lighting

The City of Mississauga will light the Civic Centre Clock Tower for non-profit groups and organizations that meet the criteria in this policy.

Requests will be reviewed and evaluated in the order they are received.

Lightings will occur for one evening and will take place on the approved date. All lightings will take place from dusk to dawn the following morning.

Support Provided

The City's support may consist of one or more of the following tactics:

Strategic Communications staff will be responsible for:

- Working with the Culture Division to advise of the date and confirm availability of MCS
- Preparing a virtual display on MCS digital screens, as available and in rotation with scheduled programming
- Coordinating social media messaging for the designated day. Hashtags and website links to be provided by the requestor
- Updating the online Community Recognition Program listing
- Advising Mayor and Council of upcoming Clock Tower lightings, and
- Posting on social media (e.g. the City's Corporate Twitter channel) to acknowledge the lighting recognition/activation

Culture staff will be responsible for:

- Managing the lighting equipment set-up and activation
- Providing on-call support should there be any challenges during the lighting, and

- Providing support as required in coordinating the virtual display on the digital media screens

Security Services staff will be responsible for:

- Making security officers available during the lighting if a security risk has been identified by Strategic Communications

Application Process

The process for applications for flag raisings and lightings is available online on the Community Recognition Program web page. (The application in alternative formats is available upon request.) Staff will review each application against the established criteria.

Requests for flag raisings and lightings must be received at least four weeks before the requested recognition date to allow for adequate review, planning and scheduling. Requests can be submitted no earlier than 12 months before the requested recognition date. Exceptions to the timelines may be approved by the Director of Strategic Communications.

Commissioner approval for these requests will be at the discretion of the Director.

The applicant will be advised by email confirmation that their request has been approved, including the date that the organization will be recognized. Incomplete applications, including the absence of any required images and promotional messages, will not be finalized and will require the applicant to submit a new application.

The requesting organization will be responsible to extend invitations to prospective attendees, including the Mayor and/or Members of Council. The requesting organization is also responsible for booking a room within the Civic Centre to continue their recognition activity, if applicable.

Decision Making Process

In the event that a request appears to be in conflict with any of the criteria outlined in this policy, applicable staff will conduct an objective and impartial analysis of the request in relation to the criteria.

Staff involved in the analysis will make a recommendation, in writing, to the Mayor or Acting Mayor to either decline or approve the request. The Mayor's decision will be final and will be communicated to the applicant in a timely manner.

Recognition activities are issued at the discretion of the City of Mississauga. Requests will be reviewed and evaluated in the order they are received. The City of Mississauga will work to ensure approved community recognition requests are fulfilled on the agreed upon date; however, activities may be cancelled or rescheduled at the City's discretion at any time. In this case, the requesting group will be notified as early as possible.

Revision History

Reference	Description
GC-0373-2016 – 2016 05 25	
Resolution 0244-2016 – December 14, 2016	Subsequent annual lighting of the clock tower will be approved by the Commissioner
GC-0170-2021 – 2021 04 07	