

Policy Title: Official City Openings/Events

Policy Number: 06-02-04

Section:	Public Relations	Subsection:	Events
Effective Date:	March 28, 2018	Last Review Date:	[Last Review]
Approved by: Council		Owner Division/Contact: Ceremonies – Communications Division, Corporate Services Department;	

Policy Statement

Official City Openings/Events are important moments in the City. Clear direction to staff and Mayor and Members of Council in classifying these requests ensures they are managed and budgeted for in a consistent manner.

Purpose

This policy:

- Categorizes the various types of openings and events
- Outlines the appropriate budget and staff resourcing required for related ceremonies and plaques, and
- Outlines the corresponding roles and responsibilities of staff

Scope

This policy applies to all employees and the Mayor and Members of Council.

Excluded from Scope

This policy does not apply to:

- External Partner Events - Where the City has a written agreement with an external party who has funded or sponsored a portion of a project, the external partner often supports the funding of the opening ceremony as well. The agreement will stipulate the City's requirements regarding the ceremony (attendees, media and promotion, protocol advice, etc.) but the opening is generally not City-hosted and therefore not an official opening in accordance with this policy. The funding contribution agreement and any role of City staff, such as Communications, must be detailed in a corporate report to Council.
- Community events which are entirely funded by an external organization, i.e. the Mayor and Members of Council are invited guests and may be called upon to bring greetings from the City (e.g. Streetsville Bread and Honey Festival). Community groups handle invitations for

community events and may call on Corporate Communications for event planning protocol advice, as required. The degree of assistance provided may be limited by available resources.

- Ward-specific events that apply to an individual ward. Ward-specific events may include, but are not limited to, dedications in honour of an individual (e.g. a room in a community centre), road extension/bridge developments; ward barbecues/celebrations; and other community milestones. The ward councillor handles all aspects of ward-specific events, including invitations, promotional elements, media relations and logistics. Costs are covered through the councillor's budget or external donations. Corporate Communications is not involved in the organization of these events but can be called upon to provide protocol advice. Limited support may be provided by operations staff, depending on available resources.

Related Policies

Corporate Policy and Procedure - Use of City Resources during an Election Campaign outlines the specific period in advance of a municipal election when Official City Openings/Events will not take place.

Refer to Corporate Policy and Procedure – Property and Facilities – Facility Naming for information on the selection process for Facility names.

Refer to the following Corporate Policies and Procedures – Public Relations for additional information on:

- Rules of protocol – Civic Protocol
- Protocol for official photographs – Official Photographs of Elected Officials and Senior Staff
- Condolences extended on behalf of the City – Expressions of Sympathy
- Flag etiquette and half-masting – Flag Protocol at City Facilities
- Plaques – City Plaques

Definitions

For the purposes of this policy:

“Anniversary Celebration Events” means official recognition of City owned and operated building/facility 25, 50, 75 and 100 year anniversaries and subsequent anniversaries at 25 year intervals, where anniversaries are identified and budgeted through the City's business plan and budget process. The anniversary date is the construction date recorded in the applicable City asset management data base.

“City” means the Corporation of the City of Mississauga.

“Facility” means all City property and facilities that are owned, leased, licensed or occupied/operated by the City, including:

- Any public buildings or building portion (e.g. rooms/indoor venues, indoor recreation fields)
- Parkland and open space, including
 - multi-use trails
 - outdoor recreation fields
 - gardens
 - other significant parks features, and
 - structures within a park (e.g. bridges and pavilions)

“Mayor” means the elected Mayor or the Acting Mayor.

“Official City Openings/Events” are held in Mississauga and have a City-wide impact; are identified in a project work plan/charter and/or are endorsed by the Leadership Team and/or Council. An Official City Opening/Event includes an opening ceremony component, followed by the main public program. The ceremony must include:

- An official invitation sent to the approved guest list using the City’s official invitation template
- All or some of the following elements: attendance of the Mayor and/or Members of Council, agenda, speakers, plaque unveiling, ribbon cutting

Exceptions

If significant funds are required for an opening that is not in accordance with this policy, the request must be made through a corporate report to Council.

Plaques for official park openings will only be installed where there is an associated building, other than washrooms, where the plaque can be displayed.

Accountabilities

Commissioners

Commissioners are responsible for authorizing corporate reports to Council outlining the scope and budget of the Official City Opening/Event.

Director, Communications

The Director, Communications, is responsible for approving the event work plan for Official City Openings/Events, in consultation with the Mayor, ward councillor and applicable staff.

Departmental Directors

All departmental directors are responsible for:

- Ensuring all applicable managers/supervisors are aware of this policy and of any subsequent revisions

- Ensuring compliance with this policy
- Ensuring annual capital budgets include the appropriate funding for Official City Openings/ Events and plaques within each applicable project's capital request
- Ensuring funds are allocated from current operating budgets for events with no capital budget
- Ensuring all divisions involved in an Official City Opening/Event are consulted and in agreement with the funding and plan, and
- Ensuring an annual list of Official Openings/Events is provided to Communications by year-end

Managers/Supervisors

Managers/supervisors of staff who are responsible for any aspect of Official City Openings/ Events, including budget planning, are accountable for:

- Ensuring staff in their respective work units are aware of this policy and any subsequent revisions
- Ensuring applicable staff are trained on this policy and any subsequent revisions with respect to their specific job function
- Ensuring staff comply with this policy
- Providing the applicable director with an annual list of Official Openings/Events by year-end, and
- Consulting with other departments/divisions as required

Person Most Responsible (PMR) – Ceremony

Communications staff designated as PMR are responsible for:

- Coordinating and executing the opening ceremony component of Official City Openings/ Events on behalf of Council, including receiving all approvals, in consultation with the applicable organizers of the public program
- Providing protocol advice to staff and the public on events involving the Mayor and Members of Council, in accordance with Corporate Policy and Procedure – Civic Protocol
- Developing all elements of the ceremony component of the program: agenda, speakers, plaque wording, speaking notes, ribbon cutting, plaque unveiling, etc.
- Arranging for any special needs or requests for dignitaries and honourees
- Ceremony setup: all equipment in place and confirmed as working
- Organizing media, photography and promotion in various forms, if required, and
- Consulting with the PMR for the event to ensure sufficient budget is allocated for the ceremony costs

Person Most Responsible (PMR) – Event Following the Ceremony

The PMR from the business area involved in the event is responsible for:

- Handling all venue and event organization, except for the official ceremony noted above

- Providing a minimum of six weeks' notice to the Communications PMR, as required for the participation of Mayor and/or Members of Council
- Consulting with the applicable Members of Council, sponsors, etc. on the event program
- Handling of the City budget for the opening and all agreed to details: refreshments, equipment, give-aways, demonstrations, tours, photography, staffing and organizing security and volunteers, etc., including maintaining all records, and
- Consulting with the PMR for the ceremony, including ensuring sufficient budget is allocated for the ceremony

Categories of Openings and Associated Budgets

Following is an overview of the scope and budget related to each Official City Opening/Event category:

A - Large-scale Projects with Capital Budgets

Large-scale projects with capital budgets include two elements:

- a. An official opening ceremony, including unveiling of the plaque(s).
- b. A public event: City-wide public draw, includes elements such as tours, demonstrations, entertainment, give-aways, games, refreshments (typical for large community buildings and parks)

Or

Public event: major public works projects; may have less public attendance for the opening (e.g. major public transit projects)

Budget: capital budget for project contributes two items:

1. The plaque (dollar value specific to site and project, with an upset limit of City funding of \$5,000, including the cost of installation.)
2. Support for the opening event to an upset limit of City funding of \$15,000

Note: Additional funding may be donated or provided by an elected official.

B. Small-scale Projects with Capital Budgets

Small-scale projects with capital budgets include two elements:

- a. An official opening ceremony, including unveiling of the plaque(s)
- b. Public events: local public draw, includes elements such as tours, demonstrations, entertainment, give-aways, refreshments

Or

Limited attendance events: fire stations, recognition events, major summit/conference, buildings not generally accessible to the public

Budget: capital budget for project contributes two items:

1. The plaque (dollar value specific to site and project, with an upset limit of City funding of \$5,000, including the cost of installation)

2. Support for the opening event to an upset limit of City funding of \$5,000

C. Openings and Events with No Capital Budgets

These are typically Facility renaming events and Facility anniversaries. Openings and events with no capital budgets include two elements:

- a. An official opening ceremony. The event may only require a small ceremony, plaque unveiling or photo-opportunity.
- b. Limited attendance events: such as, but not limited to, opening of a local fire station, renaming events, Anniversary Celebration Events, funding announcements, public art installations

Budget: As these events are generally small in nature, current budgets of the business unit involved will fund these events, including, if applicable, a plaque and plaque installation. Additional funding may be donated or provided by an elected official.

Exceptions:

- Naming/Renaming requests
When recommending the name of a Facility that is not part of Category A or B, the corporate report to Council will also request the total budget required for the event (plaques, event costs, all associated costs for changes to existing signs or way-finding).
Note: Although not considered an Official City Opening/Event, dedication of part of a Facility, such as a room, requires a corporate report to Council for approval of the name. Requests to include a dedication in Category C. must also be approved by Council.

D. City-hosted Major Sports Tournaments

Major sports tournaments (such as the Ontario Summer Games) will have a signed contract between the City and the tournament organizers, approved by Council. The Official Opening/Event will vary in format in accordance with the contract.

Budget: The corporate report to Council requesting permission to hold the event must ensure that a full estimate of the City's portion of the opening costs is built into the application.

E. Traditional Events

Traditional events include such activities as:

- Mayor's Levee
- Canada Day official ceremony, in partnership with Culture (Mississauga Celebration Square only)
- Remembrance Day
- Light up the Square official ceremony, in partnership with Culture (Mississauga Celebration Square)

- Civic Recognition (annual) and Civic Committees Recognition (every 4 years)
- Inaugural Council Meeting (every 4 years)

Budget: Opening ceremonies for traditional events are funded through the Strategic Communications Division, Corporate Services Department. Costs are primarily for staff time and labour. For events such as Canada Day, Light up the Square and the Mayor's Levee some additional costs are borne by the operating budgets of the Parks and Forestry Division, Community Services Department and/or Celebration Square, Culture Division, Community Services Department.

Report to Council

Early each year Communications will provide a list of Official City Openings/Events to Council for their approval.

Revision History

Reference	Description
GC-0178-2018 – 2018 03 28	