

Policy No:	CC – 002
Department:	CORPORATE COMMUNICATIONS
Subject:	CORPORATE POLICIES FOR EVENTS

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

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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 (see Attachment # 2).

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.

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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.

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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

* Replaced by Corporate Protocols for Events, Item 5, Rpt. 36 Committee of the Whole – June 26, 2006 (departmental document – Corporate Communications)

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CORPORATE PROTOCOLS FOR EVENTS

prepared by
Corporate Communications

Economic/Technology Development and Communications

Revised June 5, 2006
Approved by Council June 26, 2006

EVENT PROTOCOLS

1.0 APPLICATION

- 1.1 Protocols are the formalities observed on a special occasion. They are intended as guidelines only. For formal or official events, protocols should be followed closely. Breaking with protocol or “exceptions to the rule” are acceptable on less formal occasions.
- 1.2 Event protocols apply to all City Events. City events are owned and hosted by the City of Vaughan and involve City services or facilities. City events include: Canada Day, Concerts in the Park, Winterfest, Mayor’s Gala, Mayor’s Golf Tournament, Volunteer Recognition, Mayor’s Levee, grand openings of City facilities, park openings, program launches (i.e. Greening Vaughan), media preview events, flag raisings and other Council-approved events.
- 1.3 All event protocols for Community Events are presented as recommendations only. 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.

2.0 EVENT INVITATIONS

- 2.1 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 x:xx p.m.</p> <p>Entertainment, Activities, and Refreshments x:xx p.m. to x:xx p.m.</p> <p>Map on Reverse</p>

- 2.2 R.S.V.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.

day, month date, year at x:xx 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 day, month date, year, to John Doe at 999-9999.

- 2.3 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.
- 2.4 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 x:xx p.m.

Entertainment, Activities, and Refreshments
x:xx p.m. to x:xx p.m.

Map on Reverse

- 2.5 **For Community Events and Private Functions** – The protocol for these events is determined by host organizations and individuals.

3.0 INVITATION LIST

- 3.1 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 Regional and/or 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 include Members of Parliament (MPs) and Members of Provincial Parliament (MPPs) representing Vaughan, other appropriate dignitaries, as well as appropriate City staff.
- 3.2 The invitation list will change with every event; however, here is a list of invitees to be considered:
- Mayor, Councillors, City Manager, Senior Management Team, City staff
 - Regional Chair
 - Chief of Police
 - School Board Chair(s) and trustees (if appropriate)
 - General Public/Area Residents (if it is an open event/some events are by invitation only)
 - Vaughan Members of Parliament (MPs) and Members of Provincial Parliament (MPPs)
 - Other representatives from the Provincial or Federal Government, where appropriate
 - Area Businesses
 - Local Chamber of Commerce
 - Community, Ratepayer or User Groups
 - Media (Corporate Communications is responsible for inviting the media)

4.0 EVENT PROGRAM

- 4.1 **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:** Master of Ceremonies (City Manager)
- **City Welcome:** Mayor
- **Remarks:** Ward Councillor, where appropriate
- **Remarks:** Regional Councillor, where appropriate
- **Remarks:** other dignitaries, where appropriate
- **Remarks:** Community Representative
- **Dedication:** Relevant Person
- **Unveiling of Plaque:** Stage Guests

- 4.2 **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.

- 4.3 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. 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.
- 4.4 **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:** Master of Ceremonies (City Manager)
- **City Welcome:** Mayor
- **Partner Welcome:** Partner representative
- **Remarks:** Ward Councillor, where appropriate
- **Remarks:** Regional Councillor, where appropriate
- **Remarks:** other dignitaries, where appropriate
- **Remarks:** Community representative
- **Dedication:** Relevant Person
- **Unveiling of Plaque:** Stage Guests

- 4.5 **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.

5.0 ORDER OF SPEAKERS (Also see 4.0 Event Program above)

- 5.1 **For City Events** – The role of the Master of Ceremonies is performed by the City Manager, or any Commissioner or the Director of Corporate Communications as 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.

- **Introduction:** Master of Ceremonies (City Manager)
- **City Welcome:** Mayor
- **Remarks:** Ward Councillor, where appropriate
- **Remarks:** Regional Councillor, where appropriate
- **Remarks:** Member of Council serving as Committee Chair
- **Remarks:** MPP, where appropriate
- **Remarks:** MP, where appropriate

- 5.2 For events associated with a specific City Ward, the Ward Councillor will speak following the greetings from the Mayor or Acting Mayor.
- 5.3 A Member of Council serving as Committee Chair will be provided with a speaking opportunity at events relating to specific Committee activities. For example, a Regional Councillor serving as Chair of the Environmental Task Force or the Communities In Bloom Committee will speak at events directly related to that committee's activities. In most cases, the Chair will speak following introductions by the Master of Ceremonies and greetings from the Mayor.
- 5.4 The participation of MPPs and MPs as guest speakers will only occur when that level of government has made a significant financial contribution to the program or activity being marked by the City event. In these situations, the Area MPP or Area MP would be invited to speak, where appropriate. The term "Area" refers to the MP or MPP representing the riding in which the event is being held. NOTE: Federal and Provincial government protocols will be followed, when requested and where appropriate – for example, the Premier may designate the senior MPP to deliver greetings on behalf of the provincial government.
- 5.5 **For Joint City/Partner Events** – The above order of speakers should be followed (5.1). The representative of the partnership organization will speak as the co-host of the event following the Mayor and Members of Council.
- 5.6 **Community Events and Private Functions** – 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). 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.
- 5.7 **For All Events** – The Mayor recognizes Members of Council and other dignitaries, and the City Manager introduces the Senior Management Team, appropriate City staff, and project team members, where appropriate.

6.0 STAGE GUESTS & VIP SEATING

- 6.1 For City Events, stage guests will include the Mayor and Members of Council, the City Manager, senior staff where appropriate, and all special guests scheduled to speak or make a presentation during the program.
- 6.2 Non-speaking special guests will be acknowledged during the program and provided special seating in a VIP section, or reserved rows at the front of the audience seating. This will include all MPPs and MPs not scheduled to speak (see 5.4). Reserved seating should also be offered to the companions/family who accompany the special guests.

7.0 RECEPTION

- 7.1 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.

- 7.2 If appropriate, a reception may be sponsored by a company or organization and proper recognition of the sponsor should be made.
- 7.3 If the reception is to be held outdoors, arrangements for a secondary location or tent top, should be made in case of inclement weather.
- 7.4 **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.*

8.0 OTHER CONSIDERATIONS

- 8.1 **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.
- 8.2 **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 would be followed:
- 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

9.0 SPEECHES/SPEAKING NOTES

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

10.0 PLAQUES

- 10.1 Plaques should reflect the year Council approved the project and/or the date of the dedication.
- 10.2 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.
- 10.3 Size, shape and placement of plaques are determined by the construction project team, or client department. A dedication plaque could include:

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

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

10.5 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.

11.0 PARADES

11.1 Elected officials appear in parades in the following order:

1. Mayor
2. Regional Councillors
3. Ward Councillors
4. Regional Chair
5. Provincial government representative
6. Federal government representative

12.0 BANQUET SEATING

12.1 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.

13.0 CHAIN OF OFFICE

13.1 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.

14.0 ORDER OF PRECEDENCE – COUNCIL PHOTOS, RIBBON CUTTING, ETC.:

- 14.1 The order of precedence or positioning of Members of Council for photo ops, etc., is consistent with the seating order at Council. For the 2003-2006 term of office, the order is as follows, from left:

Ward 1 Councillor Peter Meffe
Ward 2 Councillor Tony Carella
Ward 3 Councillor Bernie DiVona
Regional Councillor Linda Jackson
Mayor Michael Di Biase
Regional Councillor Mario Ferri
Regional Councillor Joyce Frustaglio
Ward 4 Councillor Sandra Yeung Racco
Ward 5 Councillor Alan Shefman