

Corporate Policy and Procedure



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TAB: PUBLIC RELATIONS
SECTION: RECOGNITION
SUBJECT: COMMUNITY RECOGNITION PROGRAM

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, and cultural, sport and entertainment programs and 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 community/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.

Council may 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.

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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

Commissioner

For the purposes of this policy:

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

Director

“Director” means the Director, Communications, Corporate Services Department or his/her designate.

ADMINISTRATION

The Community Recognition Program is administered by the 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

Communications Division

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 for that calendar year (maximum of one per year)
- Approving all applications, in consultation with other departments/divisions and the Commissioner, where necessary

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- Notifying applicants of the outcome of their application
- Providing the Mayor and Members of Council with a schedule of approved recognition activities (monthly)
- 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 is aware of and trained on this policy and
- Approving wording of digital and social media messaging.

CRITERIA

The following criteria must be met

1. Groups/organizations must be Mississauga based or have an identifiable presence in the Mississauga Community.
2. The group/organization is able to
 - (a.) demonstrate that the event/occasion is either of interest or benefit to the City as a whole
 - Or
 - (b.) supports a municipal, regional, provincial or federal government program or initiative.
3. The group/organization is not for profit
- Or
- Is aligned with [Health Canada's Calendar of Health Promotion Days](#)
4. 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.
5. The group/organization and event must help foster a spirit of community and a climate of understanding and contribute to and enrich the quality of life in Mississauga.
6. The content of the requested message for the campaign, initiative, program or activity
 - (a.) May not be in conflict with any applicable laws, City

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- by-laws or policies
- (b.) Does not have the potential to incite violence and hatred
 - (c.) Does not present demeaning or derogatory portrayals of individuals or groups
 - (d.) Is not of questionable taste in style, substance or presentation method
 - (e.) Does not minimize and/or detract from the image of the City and/or its employees
 - (f.) In light of generally prevailing community standards, is not likely to cause deep or widespread offence.

TYPES OF RECOGNITION

Community/non-profit groups and organizations may qualify for one of the following types of recognition, as appropriate

1. Community flag raising (on a flag pole designated by the City on Mississauga Celebration Square and digitally on the Mississauga Celebration Square screens, as available and in rotation with scheduled programming)
2. Lighting of the City Hall Clock Tower (Council deputation required or request brought forward by Mayor or a Member of Council during General Committee or Council meetings)

Recognition requests will be reviewed and evaluated in the order they are received. Community/non-profit groups and organizations will be limited to one request per year. A flag raising and lighting request may occur on the same day; but 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 requested date, as per the application submitted. Lightings will occur for one evening and take place on the requested date, as per the application submitted, or the direction provided by Council.

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1. Flag Raising

The City of Mississauga will raise flags for community/non-profit groups and organizations that meet the criteria in this policy. The requestor will be responsible to provide the flag.

Requests will be reviewed and evaluated in the order they are received. Flag raisings will be done on a flag pole designated by the City on Mississauga Celebration Square and digitally on the Mississauga Celebration Square screens, as available and in rotation with scheduled programming.

Flags will remain in place for one day (up to 24 hours) and will occur on the requested date, as per the application submitted.

Support Provided

Depending on availability, the City's support may consist of one or more of the following.

Corporate Communications will be responsible for

- Coordinating with the Facilities and Property Management team to advise of the date, confirm resources and provide them the flag
- Working with the requestor and the Culture Division to prepare a virtual display on Mississauga Celebration Square digital screens, as available and in rotation with scheduled programming (image to be provided by the requestor)
- Social media messaging for the designated day or first day of week/month of the designated period
- Updating the flag raising listing on the Community Recognition Program web page (as each is approved) and advising Mayor and Council (monthly) of the flag raising schedule

Facility and Property Management will be responsible for

- Raising and lowering of flags on designated flag pole on Mississauga Celebration Square

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2. Lighting

Culture will be responsible for

- Including virtual display on Mississauga Celebration Square screens, as available and in rotation with scheduled programming

Community/non-profit groups and organizations requesting the City's Clock Tower be lit will be required to make a deputation to Council to seek the approval of the Mayor and Members of Council. Additionally, requests may be brought forward by the Mayor or a Member of Council during General Committee or Council meetings.

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

Lightings will occur for one evening and will take place on the requested date, as per the application submitted or the direction provided by Council.

Support Provided

Responsibilities for approved lighting requests are as follows.

Corporate Communications will be responsible for

- Posting on social media (e.g. the City's Corporate Twitter and Facebook channels) to acknowledge the lighting recognition/activation

Facility and Property Management will be responsible for

- Arranging the rental of the necessary lighting equipment and coloured lights (Note: lighting requests will be displayed on the City's Clock Tower using a single colour only.)

Culture will be responsible for

- managing the lighting equipment set-up and activation

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APPLICATION PROCESS

Flag raising applications will be 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.

Community/non-profit groups and organizations requesting lighting of the Clock Tower will be directed to schedule a deputation at Council through the Clerk's Office.

Requests for flag raisings must be received no later than six weeks before the requested recognition date to allow for adequate review, planning and scheduling. Requests for lightings must be received no later than two weeks before the requested recognition date to allow for adequate review, planning and scheduling.

Exceptions to the timelines may be approved by the Commissioner. Incomplete applications, including the absence of any required images, will be returned to the applicant and considered as new applications upon re-submission.

The applicant will be advised by email confirmation that their request has been approved, including the date that the organization will be recognized.

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 Commissioner to either decline or approve the request. The Commissioner's decision will be final and will be communicated to the applicant in a timely manner.

REFERENCE:

GC-0373-2016 – 2016 05 25

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LAST REVIEW DATE:

CONTACT:

For more information contact Corporate Communications,
Corporate Services Department.