

City of St. John's Corporate and Operational Policy Manual

Procedure Title: Requests by Outside Organizations/Individuals Procedures	
Authorizing Policy: 09-16-01 Protocol Policy	
Procedure #: 09-16-01-02	
Last Revised: November 8, 2018	Procedure Sponsor: City Clerk

1. Procedure Statement

The purpose of this document is to provide clear direction for the submission and processing of requests by outside organizations for:

- a) flag/banner raising;
- b) flag raising ceremonies;
- c) City Hall lighting,
- d) Proclamations; and/or
- e) Letters of Recognition/Congratulations/Greeting.

2. Definitions

“Letter of Recognition/Congratulations/Greeting” means a ceremonial document recognizing an individual, event, or organization in the community.

“Proclamation” means a ceremonial document designating a given period of time (day, week, or month) to recognize the efforts and commitments of an event or organization that enhances the community, encourage public awareness, and/or provide recognition for events that are significant to the City.

“Protocol” means the written and unwritten convention, etiquette, and/or rules guiding interaction and communication.

3. Procedure Requirements

- a) Requests shall be submitted by completing the appropriate form **at least** four weeks in advance of the earliest date requested.

- b) Requests shall be reviewed by the Office of the City Clerk for eligibility in accordance with the City's Protocol Policy and these procedures and applicants shall be notified at least two weeks in advance of the date requested.
- c) Organizations and individuals may wish to review the requirements of the Protocol Policy related to their request.
- d) The duration of flag raisings, banner raisings, or City Hall lighting shall be for not less than one day and not more than one week. The duration may be shortened at the sole discretion of the City Clerk to accommodate other requests.
- e) At the sole discretion of the City Clerk, recognition of causes may be limited to once per year. Related organizations are encouraged to coordinate their requests.
- f) For Proclamations:
 - i. All approved Proclamations shall be posted to the City's website.
 - ii. At the sole discretion of the City Clerk, there may be a Proclamation presentation in the Council Chambers. In such cases, the City shall advise the organization and the organization may have a maximum of three individuals attend the presentation.
 - iii. The Proclamation wording shall be subject to review and revision at the sole discretion of the City Clerk.

3.1 For All Requests Except Letters of Recognition/Congratulations/Greeting

3.1.1 General Required Information

Organizations shall provide the following information:

- a) Organization Name.
- b) Organization Address (Street, City, Province, Postal Code).
- c) Organization Contact (First Name, Last Name), Title, Email address, and telephone number.
- d) Web link to more information on the organization.
- e) Organization management representative's signature.
- f) Type of request:
 - i. Flag raising only
 - ii. Flag raising ceremony
 - iii. Banner raising only
 - iv. Banner raising with ceremony
 - v. City Hall lighting
 - vi. Proclamation

- g) Date required.
- h) History and background of the organization and/or cause.
- i) How the event/Proclamation will be used to benefit the organization and/or cause.
- j) How the organization and/or cause aligns with the vision and values of the City of St. John's.
- k) For flag raising (with or without ceremony): Name of flag to be raised and photo of flag to be raised.
- l) For banner raising (with or without ceremony):
 - i. Photo of banner to be raised.
 - ii. Name of banner to be raised, if applicable.

3.1.2 Banners or Flags Required Information

- a) Banner or flag (complete with toggle) shall be provided in advance and be of appropriate size (no larger than 36" X 72" in dimension for flags; provide details of existing banner size on form).

3.1.3 Proclamations Required Information

- a) Date of Proclamation (the actual date the Proclamation is to take place).
- b) Duration type: Day/Week/Month
- c) Proclamation wording of no more than 150 words, submitted electronically on the City's Proclamation template (link document) (see template for guidance on the structure and content for the Proclamation).

3.1.4 Ceremonies Required Information

- a) Name and title of individuals who will be attending.
- b) Details of any/all equipment to be required for the ceremony (e.g., lectern, microphone, CD player, chairs).

3.1.5 City Hall Lighting Required Information

- a) The requested colour for the lighting. Available colours are blue, green, light blue, magenta, orange, pink, purple, red, teal, white, and yellow.

3.2 Letters of Recognition/Congratulations/Greeting

- a) Letters of Recognition/Congratulations/Greeting may be issued from the Mayor/Council to groups, organizations, businesses, or individuals for events such as:
 - i. arts and cultural events;
 - ii. conventions and trade shows;
 - iii. significant anniversaries and awards; or
 - iv. (for individuals) significant birthdays, anniversaries, and/or milestones.
- b) A Letter of Recognition/Congratulations/ Greeting may be considered as an alternative where the Proclamation criteria (as noted in the definition) have not been met.
- c) For organizations making requests, all requests shall be submitted:
 - i. on an organization's letterhead;
 - ii. with details on the organization; and
 - iii. the deadline for receiving the document.
- d) If an organization does not have an official letterhead, the organization shall provide an email address, along with an official website link or social media account, (e.g., Facebook).
- e) Letters of Greeting shall only be issued to organizations located in St. John's or holding events in St. John's.
- f) Letters of Congratulations may be provided in the following circumstances, to individuals only:
 - i. birthdays (80 years or more);
 - ii. marriage anniversaries (50 years or more);
 - iii. retirement (25 years or more);
 - iv. retirement from military (15 years or more); and/or
 - v. significant milestone(s).

3.2.1 Required Information

- a) For Letters of Greeting: Information on the event and the date of the event.
- b) For Letters of Recognition/Congratulations: Information on the circumstances to be recognized or congratulated.

4. Application

This procedure applies to individuals and organizations submitting Protocol requests to the City.

5. Responsibilities

5.1 The Office of the City Clerk is responsible for:

- a) the development and interpretation of policies and procedures related to Protocol; and
- b) advising the departments when their action or participation is required.

5.2 The Department of Public Works is responsible for:

- a) procedure implementation related to flag raisings and City Hall lighting, where applicable.

5.3 The Executive Assistant to Mayor/City Manager is responsible for:

- a) assisting the Office of the City Clerk with administrative requirements associated with these procedures.

5.4 The Marketing and Communications Division is responsible for:

- a) promoting relevant Proclamations and Letters of Recognition/ Congratulations/Greeting via news releases, social media, and other appropriate media.

6. References

- 09-16-01 Protocol Policy
- [National Flag of Canada Etiquette](#)
- 09-16-01-01 Flag Protocol Procedures
- Proclamation Template

7. Approval

- Procedure Sponsor: City Clerk
- Procedure Writer: Policy Analyst
- Date of Approval from Senior Executive Committee: November 2, 2018
- Date of Amendment Approval from Senior Executive Committee: November 8, 2019

8. Monitoring and Contravention

The Office of the City Clerk shall monitor the application of these procedures.

Any contravention of the procedures shall be reported to the Office of the City Clerk and/or the City Manager for further investigation and appropriate action, which may include, but is not limited to legal action and discipline, up to and including dismissal.

9. Review Date

Procedures Initial Review: 1 year, then with the policy after the 3rd year.
Subsequent Reviews: 5 years