

COUNCIL POLICY



REGIONAL MUNICIPALITY
OF WOOD BUFFALO

Policy Name: Municipally Sponsored Ground-breaking and Ribbon-cutting Ceremony Policy
Department Name: Communications and Stakeholder Relations
Policy Number: COM-120
Effective Date: April 26, 2016

Next Revision Date: April 26, 2019

STRATEGIC PLANNING LINKAGE

This Policy supports the first pillar of the Municipality's Strategic Plan – Building Responsible Government by ensuring consistency and continuity of the Municipality's policies and procedures.

POLICY STATEMENT

The Regional Municipality of Wood Buffalo is committed to celebrating regional successes through formal ceremony, at the start of new capital projects, and at official openings of any new or renovated Facility owned by the Municipality. The Municipality will demonstrate this commitment by leading ground-breaking, ribbon-cutting, dedication and naming ceremonies when appropriate.

PURPOSE AND OBJECTIVE

The purpose of this policy is to establish guidelines for ground-breaking, ribbon-cutting, dedication and naming ceremonies officiated by Council and/or other municipal representatives.

The objective of this policy is to ensure that any such celebratory and commemorative events that involve Council and/or other municipal representatives are guided by appropriate directives, guidelines and best practices.

This policy applies to any Facility owned by the Municipality and may include events such as:

1. Official opening ceremonies of a new or refurbished Facility;
2. Ground-breaking ceremonies for a Facility;
3. Celebrations of major expansions/renovations/relocations;
4. Naming ceremonies or renaming of a Facility;
5. Plaques and statue commemorations;
6. Milestone anniversaries (e.g., 5 year, 10 year, 25 year, etc.);

GENERAL PRINCIPLES

1. Definitions:

- 1.1. “Facility” includes a building, wing of a building, structure, indoor or outdoor area, park, arena, recreation centre, cemetery, road, street, trail or bridge located in the Municipality and owned by the Municipality.
- 1.2. “Official Opening” refers to the opening of a Facility in which there is a formal ceremony officiated by Council and/or other municipal representatives.
- 1.3. “Soft Opening” refers to the opening of a Facility in which there is no formal ceremony officiated by Council and/or other municipal representatives.

2. Responsibilities:

2.1. Council to:

- 2.1.1. Approve this policy and any future amendments as required.

2.2. Chief Administrative Officer to:

- 2.2.1. Support implementation of this policy;
- 2.2.2. Approve any related administrative directives;
- 2.2.3. Ensure that any related administrative directive stipulates that Council is to be invited to participate in any event under the scope of this policy.

2.3. Deputy Chief Administrative Officer and Executive Directors to:

- 2.3.1. Support implementation of this policy;
- 2.3.2. Recommend any amendments to this policy as required.

2.4. Directors to:

- 2.4.1. Communicate, implement and deliver this policy, any related administrative directives and other related guidelines as required;
- 2.4.2. Develop a briefing note for an event under the scope of this policy as required, outlining the event plan and budget for Council's information.

2.5. Departments that will occupy and/or manage the Facility:

- 2.5.1. Make suggestions for showcasing the Facility and any programs, services and activities associated with the Facility.

3. General Procedures:

3.1. Eligibility Criteria

- 3.1.1. Any Facility owned by the Municipality.
- 3.1.2. This policy does not apply to jointly funded projects with other orders of government and/or other organizations that include specific requirements prescribed in the funding agreement with the funding partners.
- 3.1.3. In the event where the Municipality is the owner of the Facility but does not build and/or operate the Facility, Administration will be accountable for delivering events jointly and in collaboration with the partner organization(s) while maintaining the directives, procedures and principles developed as a result of this Policy, including the requirement to ensure Council participation.
- 3.1.4. This policy does not apply to a Soft Opening for a Facility, although Council may at its discretion direct Administration to hold an event as part of a Soft Opening.
- 3.1.5. In the case of a ground-breaking ceremony for a Facility, the ceremony is to take place no sooner than 60 days prior to the scheduled start of mobilization of construction for the Facility.
- 3.1.6. In the case of a ribbon-cutting ceremony and/or official opening ceremony for a Facility, the ceremony is to take place within 90 days of the Facility being open to the public and/or operational.

3.1.7. No ground-breaking or ribbon-cutting ceremonies be held within the 60 days prior to any municipal election.

SUPPORTING REFERENCES AND POSITION RESPONSIBLE

Legal References: Not Applicable

Cross References: Not Applicable

Position Responsible for Policy: Director, Communications and Stakeholder Relations

APPROVAL

This Policy was approved by Council. It will be reviewed on its next Revision Date to determine its effectiveness and appropriateness. It may be assessed before that time as necessary to reflect organizational change.



David Leflar, Chief Legislative Officer

April 26, 2016

Council Approval Date