

COUNCIL POLICY



Document Name: Municipally Sponsored Ceremonies
Department Name: Communications and Engagement
Document Number: PRC-120
Effective Date: September 27, 2022 Next Revision Date: September 27, 2025

STRATEGIC PLAN LINKAGE

- Building Partnerships

PURPOSE AND OBJECTIVE

The Regional Municipality of Wood Buffalo is committed to celebrating regional successes. One of the ways the Municipality demonstrates this commitment is by officiating at Ground-breaking, Ribbon-cutting, Dedication/Grand Opening, Naming, and Renaming Ceremonies for Facilities funded in whole or in part by the Municipality that will serve the citizens of the region.

The purpose of the Municipally Sponsored Ceremonies Policy (the “Policy”) is to establish guidelines for Formal Ceremonies officiated by Council or other representatives of the Municipality. This Policy ensures that any such events are guided by appropriate directives and best practices.

GENERAL PRINCIPLES

1. Definitions:

- 1.1. “Ceremony” or “Formal Ceremony” means an event that is Municipally Sponsored in honour of a Municipal Facility.
- 1.2. “Dedication” or “Grand Opening” means a Ceremony that commemorates the completion and opening of a new Facility or major renovation/addition.
- 1.3. “Facility” means a building, wing of a building, structure, indoor or outdoor area, park, arena, recreation centre, cemetery, Public Landmark, road, street, trail, or bridge located in the Municipality and owned by the Municipality.
- 1.4. “Ground-breaking” means a Ceremony to celebrate the start of the construction of a new Facility or expansion.
- 1.5. “Municipally Sponsored” means Municipal funds make up any portion of the money required to establish the facility or organization operating within the Facility.
- 1.6. “Naming” means a Ceremony that officially recognizes a Facility being named.
- 1.7. “Public Landmark” means a public place or structure that has been formally recognized by Council to have significant local meaning.

- 1.8. "Renaming" means a Ceremony held to celebrate the assignment of a new name to an existing Facility. A Renaming does not normally include a Ribbon-cutting.
- 1.9. "Ribbon-cutting" means a Ceremony where a physical ribbon is cut to emphasize the opening of a Facility.
- 1.10. "Soft Opening" means the opening of a Facility in which there is no Formal Ceremony officiated by Council or other representatives of the Municipality.

2. Responsibilities:

2.1. Council to:

- 2.1.1. approve this Policy; and
- 2.1.2. approve any future amendments to this Policy.

2.2. Chief Administrative Officer (CAO) to:

- 2.2.1. support the implementation of this Policy;
- 2.2.2. approve any related Administrative Procedures; and
- 2.2.3. ensure that any related Administrative Procedure stipulates that Council is to be invited to participate in any event under the scope of this Policy.

2.3. Senior Leadership Team to:

- 2.3.1. support the implementation of this Policy; and
- 2.3.2. recommend any amendments to this Policy, as required.

2.4. Directors to:

- 2.4.1. communicate, implement, and deliver this Policy, and any related Administrative Procedures or guidelines, as required; and
- 2.4.2. develop a notice for any event under the scope of this Policy, as required, and include the event plan and budget for Council's information.

3. General Procedures:

3.1. Eligibility Criteria:

- 3.1.1. Any Facility owned or funded by the Municipality is eligible to host a Formal Ceremony.
- 3.1.2. Formal Ceremonies may include, but are not limited to, events such as:
 - 3.1.2.1. Ground-breaking Ceremonies for Municipally Sponsored Facilities;
 - 3.1.2.2. Naming and Renaming Ceremonies for Municipally Sponsored Facilities;
 - 3.1.2.3. Dedication/Grand Opening or re-opening Ceremonies for new, refurbished, expanded, renovated, or relocated Municipally Sponsored Facilities;
 - 3.1.2.4. Ribbon-cutting Ceremonies for the opening of Municipally Sponsored Facilities;

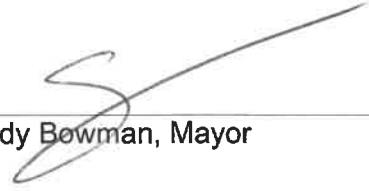
- 3.1.2.5. Public Landmark, plaques, and statue commemorations;
 - 3.1.2.6. Milestone anniversaries of Municipally Sponsored Facilities; and
 - 3.1.2.7. Commemorative activities at other special events.
- 3.1.3. This Policy does not apply to Soft Openings for Municipally Sponsored Facilities, although Council may at its discretion direct Administration to hold an event as part of a Soft Opening.

4. Rescind and Replace

This Policy rescinds and replaces the Municipally Sponsored Ground-breaking and Ribbon-cutting Ceremony Policy COM-120, dated April 26, 2016.

APPROVAL


This Policy was approved by Council. It will be reviewed not later than its next Revision Date to determine its effectiveness and appropriateness. It may be assessed before that time, as necessary.



Sandy Bowman, Mayor



Jade Brown, Chief Legislative Officer



Date

SUPPORTING REFERENCES AND POSITION RESPONSIBLE

Legal References:

Cross References: Municipally Sponsored Ceremonies Administrative Procedure
PRC-120-P01

Position Responsible: Director, Communications and Engagement

COUNCIL POLICY DETAILS AND REVISION HISTORY

Date	Action	Description
April 26, 2016	Implementation	New Policy to support the Strategic Plan.
September 27, 2022	Revision – Substantive	Revisions included a change to the Policy prefix from COM to PRC, additional definitions, and changes to the Responsibilities and General Procedures sections. When required, information was moved from the Policy to the Administrative Procedure to better align with document purpose and requirements.