

# Town of Greater Napanee Community Celebrations, Proclamations, and Art Installations Policy



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Department:	Corporate Services	Contact:	GM of Community & Corporate Services
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## 1. Introduction

Proclamations may recognize public awareness campaigns, arts and cultural celebrations, or individuals, events, organizations or community groups which enhance the community of Greater Napanee.

## 2. Purpose

The purpose of this policy is to provide a vehicle to encourage public awareness and recognition for events and activities of significance to Greater Napanee residents. This policy also provides a consistent standard for evaluating and responding to requests for proclamations and corresponding visual installments and activities.

## 3. Definitions

- a) **Clerk** means the Clerk of the Town of Greater Napanee, or designate.
- b) **Proclamation** means an official public announcement or declaration given by the Mayor and/or Council to formally recognize a special event deemed to be of interest to the community. A proclamation may be for a specific day, week, or month.
- c) **Town** means the Corporation of the Town of Greater Napanee.

## 4. Responsibilities

**4.1. Council** has the authority and responsibility to:

- a) Adopt and maintain the Community Celebrations, Proclamations, and Art Installations Policy;
- b) Approve new proclamation requests; and
- c) Approve any amendments to this policy.

**4.2. The General Manager of Community & Corporate Services** has the authority and responsibility to:

- a) Direct compliance with this policy; and
- b) Approve operating procedures to support the implementation of this

policy.

**4.3. The Clerk** has the authority and responsibility to:

- a) Assess the eligibility of requests for proclamation requests under this policy, and include all eligible requests on Council agendas;
- b) Approve the issuing of proclamations where they conform to the requirements of this policy and have previously been approved within this term of Council;
- c) Ensure notice of any requests for community celebrations and/or art installations made in conjunction with a proclamation request is provided to Community & Corporate Services staff and any other relevant staff; and
- d) Ensure this policy is reviewed at least once every four years.

**4.4. The Manager of Facilities** has the authority and responsibility to:

- a) Facilitate the implementation of temporary visual displays, in accordance with this policy; and
- b) Determine the appropriate scheduling of such work, based on available staff resources and workloads.

**4.5. The Manager of Community Economic Development** has the authority and responsibility to:

- a) Facilitate the communication of approved proclamation requests, in accordance with this policy, and any other applicable Town policies or procedures.

**4.6. The Manager of Public Works** has the authority and responsibility to:

- a) Determine intersections where crosswalk art will be permitted and prohibited;
- b) Determine whether a proposed crosswalk art design is compliant with the safety requirements for an official crosswalk; and
- c) Require a traffic safety plan for the installation of crosswalk art, or any other temporary public art where deemed necessary.

## **5. Policy**

### **5.1. Governing Principles**

All provisions and application of this policy shall be interpreted in accordance with the following principles:

- a) The Town shall not incur any direct expenses for the celebration of a proclamation submitted by any third party. All costs associated with the promotion of a proclamation or installation of temporary visual displays shall be the responsibility of the applicant organization. The Town shall not be liable for any damage to temporary visual displays.
- b) Proclamations and associated activities shall support matters which are of interest or benefit to residents of the Town.
- c) Where a proclamation and associated activities have been previously

approved by the current Council, they will continue to be provided annually to Council for information, but may be approved by staff. However, where there is any proposed variation to a previously approved proclamation or activity, the matter must be brought back to Council for approval.

- d) Council has the authority to approve or deny requests for proclamations and art installations, and the decision of Council is final.

## **5.2. Proclamations**

- a) Proclamations are a formal declaration, supported by Council and signed by the Mayor, intended to bring public awareness and education for such things as:
  - i. Civic promotions
  - ii. Charitable fundraising campaigns;
  - iii. Arts and cultural celebrations or awareness;
  - iv. Multicultural awareness;
  - v. Health and public services initiatives;
  - vi. Honours, remembrances or major celebrations; and
  - vii. Special anniversaries for non-profit organizations that benefit communities.
- b) Proclamations will not be considered for:
  - i. Matters of political controversy, religious beliefs, or individual convictions;
  - ii. Requests related to a discriminatory cause;
  - iii. Requests where the intent is contrary to the Town's policies or by-laws;
  - iv. Requests attempting to influence government policy; or
  - v. Requests intended for commercial or profitmaking purposes.
- c) Requests for proclamations must reflect a bona fide connection to the Town of Greater Napanee.
- d) Requests for proclamations must be made in writing at least thirty (30) days prior to the event by a representative of a non-profit organization. Requests for proclamations will not be approved retroactively.
- e) The request for proclamation must contain the following information:
  - i. The contact person's name, address and phone number;
  - ii. A brief summary of the purpose of the event or occasion;
  - iii. A description of the applicant organization, including any local affiliation, and any other relevant information;
  - iv. The name and date(s) of the event to be proclaimed; and
  - v. Proposed text for the proclamation, including "whereas" clauses which provide context for the topic.
- f) The Clerk shall review the request for compliance with this policy and make any appropriate amendments to the proclamation wording which, in the Clerk's view improves the structure or understanding of the

- requested proclamation.
- g) Where a request has previously been approved within the current term of Council, the Clerk shall have the proclamation issued for signature by the Mayor and shall include the proclamation for information on the appropriate Council Agenda.
  - h) Where a request has not been previously approved within the current term of Council, and conforms to the requirements of this policy, the Clerk shall have the proclamation request included on the appropriate Council Agenda for approval.
  - i) Where a request does not comply with this policy, the Clerk shall refuse to place the proclamation request on a Council Agenda, and shall inform the applicant of the reason for refusal.
  - j) Following consideration of proclamation request, the Clerk shall advise the applicant in writing of Council's decision.
  - k) More than one proclamation may be approved for the same date(s). All approved proclamations will be posted on the Town's website and will remain listed until December 31 of the year in which the proclamation was endorsed.
  - l) Applicants may be granted a deputation for a maximum of five minutes to provide information about the event to be proclaimed, following the process outlined in the Procedure By-law for deputations for items on the agenda.

### **5.3. Light Displays**

- a) The Town is currently able to change the color of the lights illuminating the Napanee River falls in Springside Park to red or blue. As part of a proclamation request, a request may be submitted to change the color of the lights in conjunction with the proclaimed event. If approved, the request will be noted on the Council agenda with the proclamation, for information only.
- b) Should additional or alternative lighting options become available at a future date, this section may be amended.
- c) The Town is not obligated to create or install an alternative lighting option based on the request of an applicant.

### **5.4. Crosswalk Art**

- a) The Town is supportive of crosswalk art to support specific events, celebrations, and/or community beautification. Crosswalk art is deemed to encourage ownership of community spaces by residents, to provide visual interest, and may provide greater awareness of the presence of crosswalks to drivers.
- b) Local organizations may submit a proposal to the Town to decorate a crosswalk. The proposal shall include information about the organization, the proposed design, and proposed timeline for installation and removal, if applicable. The proposal shall be circulated to all

- applicable Town managers for review and comment, prior to being presented to Council for approval.
- c) The Manager of Public Works shall have the authority to require alterations to the proposed design and/or location, when deemed necessary for pedestrian and vehicle safety.
  - d) In all cases, decoration shall be consistent with the proclamation eligibility criteria outlined in Sections 5.2 (a) – (c), and 5.7 (c) of this policy.
  - e) Any new proposals shall be submitted to Council for approval. For recurring proposals, where there is no change in the location, theme, timing, or status of the applicant organization, the installation plan may be approved by municipal staff, with notification provided to Council for information through the appropriate Council agenda. Proposals may only be approved by municipal staff if they conform to the requirements of this policy.
  - f) For recurring crosswalk art, the applicant organization must coordinate work plan with the Manager of Public Works each year, and must provide a minimum of sixty (60) days advance notice of any planned work in order to ensure that a traffic safety plan is implemented to the satisfaction of the Town. If the Manager of Public Works deems that no work is required in a given year based on the condition of the assets, they shall communicate such information to the local organization.
  - g) Subject to Section 5.4 (e), if a period of twelve (12) months passes without communication from the applicant organization regarding their intent to refresh the crosswalk art, the crosswalk art shall be deemed to be a temporary installation and shall be reverted to its original appearance.
  - h) No community organization shall be given guaranteed exclusive or permanent rights to the decoration of a specific crosswalk location.

## **5.5. Temporary Banners**

- a) Banners shall be differentiated between ‘Primary Downtown Banners’ which includes all banner posts on Dundas Street and off Mill Street (26), ‘Secondary Banners A’ which includes all banner posts at the arena sports complex (15), ‘Secondary Banners B’ which includes all banner posts at Market Square (6), and ‘Secondary Banners C’ which includes all banner posts at Springside Trail (4).
- b) The Town will be responsible for the installation of the following schedule of banner changes, and any amendments to this rotation must be approved by Council as an amendment to this policy:
  - i. January – June: Downtown / municipal banners
  - ii. July: Canada flag banners
  - iii. August – October: Downtown / municipal banners
  - iv. November: Veteran banners
  - v. December – January: Seasonal winter banners

The dates in this rotation are approximate, and precise dates will be at the discretion of the Manager of Facilities based on weather, staffing availability, and other scheduling factors.

- c) The Town shall be responsible only for the purchase and maintenance of downtown, municipal, Canada flag, and seasonal winter banners.
- d) Applicants may submit a request for temporary banner installations in conjunction with a proclamation request. The request must be made in writing, a minimum of sixty (60) days before the proposed installation date. The fee for a community banner installation outside of the Council approved rotation will be:
  - i. Downtown Banners (26) - \$460.00
  - ii. Secondary Banners A (15) - \$175.00
  - iii. Secondary Banners B (6) - \$115.00
  - iv. Secondary Banners C (4) - \$40.00
- e) The Manager of Facilities will review the request for temporary banner installations and verify whether sufficient staffing resources are available to support the request.
- f) Community banners may be installed for a period of one month, except that in the months of July and November, Canada flag and veteran banners will take precedence over applicant requests.
- g) If multiple requests are received for the same time period, the General Manager of Community & Corporate Services shall determine the appropriate scheduling, giving consideration to:
  - i. The order in which requests were received;
  - ii. The specific timing of any events associated with the celebration;
  - iii. Past precedent of long-standing events or celebrations;
  - iv. The availability of department staff; and
  - v. Any Town events happening during the same time period which take precedence.
- h) If approved, the request for banners and their locations will be noted on the Council agenda with the proclamation, for information only.

#### **5.6. Decoration of Municipal Assets**

- a) The Town has previously permitted decoration of municipal assets, such as picnic tables, by community groups. This practice has been deemed to be mutually beneficial by providing maintenance and beautification of Town assets and encouraging participation and ownership of community spaces by residents. This practice is encouraged to continue, subject to the requirements of this section.
- b) Decoration of municipal assets may include painting or otherwise changing the appearance of an item to reflect the colors or themes of the applicant organization, and/or for general beautification purposes. In all cases, decoration shall be consistent with the proclamation eligibility criteria outlined in Sections 5.2 (a) – (c), and 5.7 (c) of this policy.
- c) Any new proposals shall be submitted to Council for approval. For

recurring proposals, where there is no change in the location, theme, timing, or status of the applicant organization, the installation or maintenance plan may be approved by municipal staff, with notification provided to Council for information through the appropriate Council agenda. Proposals may only be approved by municipal staff if they conform to the requirements of this policy.

- d) Local non-profit organizations may submit a proposal to the Town to decorate a specific municipal asset. The proposal shall include information about the organization, the proposed design, and whether the installation is intended to be temporary, for the duration of the proclamation period, or recurring. The proposal shall be circulated to all applicable Town managers for review and comment, prior to being presented to Council for approval. To ensure sufficient time for review, the proposal must be submitted a minimum of sixty (60) days prior to the requested installation date.
- e) Permission to decorate municipal assets may be granted on a temporary or recurring basis. For recurring decoration, the applicant organization must coordinate a work plan with the Manager of Facilities each year and must provide a minimum of sixty (60) days advance notice of any planned work on municipal assets.
- f) If decorated municipal assets become damaged, through vandalism or normal wear and tear, the Facilities Manager shall ensure repairs are conducted in a timely and appropriate manner. The Town shall not be responsible for reapplying any decoration. Following communication to the local organization, and at the discretion of the Facilities Manager, the asset may be:
  - i. Redecorated by the applicant organization during the next proclamation period;
  - ii. Redecorated by the applicant organization on a mutually agreed upon schedule; or
  - iii. Reverted to match the original appearance or the appearance of similar Town assets.
- g) No community organization shall be given exclusive or permanent rights to the decoration of a specific asset or category of assets.
- h) The General Manager of Community & Corporate Services may establish an inventory of assets which are eligible for temporary and recurring decoration by local organizations, assets which are not eligible for decoration by third parties, and reasonable limits on the number of any specific type of asset which may be decorated. Such decisions shall be guided by:
  - i. Any sponsorship agreements which may be in place, or contemplated;
  - ii. Consideration of the community image, values, and brand;
  - iii. Ensuring reasonable opportunities are provided to any local organization wishing to participate in this program; and

- iv. Ensuring the program remains a net benefit to the Town and does create a substantial cost or labour obligation for the Town.

**5.7. Other Public Art Displays**

- a) Community groups requesting to install a temporary art exhibit on municipal property must provide the proposed location of art installation, samples of artwork, the artistic medium, the end date of the artistic exhibit and details of the installation logistics and removal plan.
- b) Prior to presenting the proposal to Council, the submission will be reviewed by Town staff to ensure practicality and feasibility of the request, as well as the impact to Town operations, including staff and equipment costs.
- c) Where a proposed art installation falls within the scope of an advisory committee’s mandate, the proposal will also be forwarded to the appropriate advisory committee for comment.
- d) All artwork must be originals and not copies, derivatives, or based in any way on other copyrighted artists’ work. They must be executed entirely by the organization or community group.
- e) Any artwork on municipal property intended to become a permanent installation shall be subject to the provisions of the Town’s Donations Policy.
- f) Each proposal shall be considered on a case-by-case basis. Where a proposal has been previously approved by Council and there is no variation to the scope or content of the proposal, recurring installations may be approved by Town staff in accordance with the guidelines of this policy.

**6. Related Documents**

- Flag Protocol Policy

**Revision History**

Date	Number	Description
February 8, 2022	Resolution #54/22	Community Flags, Art Installations, and Proclamations Policy
June 9, 2020	Resolution #285/20	Displaying Flags and Flag Protocol, and Public Proclamations Policy