



CITY POLICY

POLICY NUMBER: C419A

REFERENCE:

Council Services 2011 10 24
City Council 1992 05 12
Commission Board 1983 09 21
City Council 1981 05 14
Commission Board 1978 07 26
1976 05 05, 1976 03 25

ADOPTED BY:

City Council
9 November 2011

SUPERSEDES:

C419, 1050, C195, 1089, C198, 1053,
C185, C002

PREPARED BY: Corporate Communications

DATE: 24 October 2011

TITLE: Civic Protocol

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Policy Statement:

Official City of Edmonton participation in protocol events, presentations and programs which have a significant public profile will be implemented according to accepted standards of protocol. In support of this Corporate Communication will:

- (a) ensure protocol events, activities and presentations, as defined in this policy, are carried out in a professional manner.
- (b) support Council sanctioned twinning activities to ensure they further promote stronger ties and goodwill between Edmonton and its official twin cities.
- (c) ensure special recognition documents, materials, gifts and promotional items reflect appropriate local themes and when appropriate, the corporate identity.
- (d) advise and assist elected officials and senior management in all areas of protocol.

The purpose of this policy is to:

Ensure that City of Edmonton involvement in protocol events, presentations and programs enhances the image of the City.

This policy is subject to any specific provisions of the Municipal Government Act or other relevant legislation or Union Agreement.



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1. DEFINITIONS

- 1.01 Protocol: as a code of ceremonial, diplomatic, military or religious etiquette and precedence.
- 1.02 Protocol Events: as any protocol event with multi-departmental and/or broad corporate implications, of significant public profile, requiring official participation by the City of Edmonton and normally involving external dignitaries. This would include: visits of national and international religious leaders, heads of state, political leaders and royalty; high level trade, business or cultural missions; openings of major civic facilities (i.e. City Hall); recognition of professional sports teams or world champion level athletes; Freedom of the City ceremonies; Council Swearing-In Ceremonies; official flag raising ceremonies and official courtesy calls to the Mayor's Office.
- 1.03 Swearing-In Ceremonies: as the public event held in conjunction with City Council's inaugural meeting, and in keeping with the terms outlined in Section 8 of the Procedures and Committees Bylaw.
- 1.04 Official Flag Raisings: as the ceremonial raising of another country's flag on an officially designated flag pole and when an appropriate authority from that country is present.
- 1.05 Freedom of the City: as a traditional and symbolic military ceremony whereby the City of Edmonton grants permission to The Loyal Edmonton Regiment to parade through the city.
- 1.06 Diplomatic Relations: as any formal relationship between the City of Edmonton and another level of government, other municipalities (i.e. Twinning), and major business enterprises/initiatives and any other significant organizations. These relations are corporate in nature and must be officially endorsed by City Council.
- 1.07 Twin Cities: as the diplomatic relationships between Edmonton and its twin cities - Hull, Quebec; Nashville, Tennessee; Harbin, People's Republic of China. Twinning relationships, programs, activities guided by Civic Twinning Guidelines approved by City Council.
- 1.08 Program Proposal: as a detailed plan including program, location, budget, gift recommendations, media plan, special protocol requirements and all other necessary elements needed to ensure a successful event.
- 1.09 Special Recognitions: as the official City of Edmonton recognition statement, document, certificate, proclamation, letter or other recognition material.
- 1.10 Dedication Plaque: as a plaque unveiled at the official opening of a City of Edmonton facility, and affixed in a permanent location on the exterior or interior of the building.



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Plaques will recognize at a minimum: the dignitaries who unveiled the plaque (usually Mayor or designate but could include external dignitaries); the date of unveiling; the incumbent Mayor and Aldermen; the architect and prime contractor. The plaque will be produced in compliance with guidelines outlined in the Visual Identification Manual maintained by Corporate Communications.

- 1.11 Corporate Gift Program: as a range of civic gift and promotional items of differing values, representative of the City of Edmonton and for presentation by elected/appointed civic officials.
- 1.12 Official Gifts Received by City: as any gift, presented to the Mayor or designate of significant value - historic, monetary (estimated worth of \$300 or more), or prominence (received from heads of state, visiting politicians, national or international dignitaries).
- 1.13 Symbols of the City: as the official City of Edmonton signature, crest, floral emblem, headgear, chain of office, guest book, flag and other symbols officially adopted by the City of Edmonton.

2. RESPONSIBILITIES

2.01 City Council to:

- (a) approve this policy and any amendments thereto.
- (b) approve budget for unforeseen protocol events.
- (c) approve modifications to existing City Symbols and the development of new City Symbols.

2.02 Executive Committee to:

- (a) recommend to City Council any amendments to this policy.
- (b) recommend to City Council budget for unforeseen protocol events.
- (c) recommend to City Council any modifications to existing City Symbols and the development of new City Symbols.

2.03 Mayor to:

- (a) advise the City Manager of upcoming protocol events.
- (b) approve ongoing program proposals for protocol events.



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- (c) approve ongoing plans for special recognitions and the Civic Gift Program.
- (d) approve recommended inclusions or exceptions to dedication plaque wording.
- (e) provide Corporate Communications with official gifts received for appropriate display.

2.04 City Manager to:

- (a) recommend to Executive Committee any amendments to this policy.

2.05 City Clerk to:

- (a) administer ongoing budgets, on behalf of City Council, for routine protocol related activities and programs as directed by the Mayor and City Council.
- (b) recommend to the City Manager any amendments to this policy.
- (c) approve protocol program elements of Swearing-In Ceremonies.
- (d) recommend to Executive Committee any modifications to existing City Symbols and the development of new City Symbols.
- (e) as the custodian of City Symbols, coordinate the maintenance, recording and storage of City Symbols as appropriate.

2.06 Department General Managers to:

- (a) advise Manager of Corporate Communications of protocol events which may have significant public profile and ensure appropriate protocol standards are maintained.
- (b) produce dedication plaques for city-owned facilities in compliance with minimum requirements outlined in this policy (see 1.10), and in compliance with guidelines outlined in the Visual Identification Manual maintained by Corporate Communications.
- (c) if required, request advise and support of Corporate Communications on any department-specific protocol event, program or activity.

2.07 Chief Officer - Administrative Services to:

- (a) recommend to the City Manager any amendments to this policy.



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- (b) advise the Manager of Corporate Communications of upcoming protocol events.
- (c) recommend to Executive Committee budget for unforeseen protocol events.
- (d) review ongoing programs that support elements of this policy.

2.08 Manager of Corporate Communications to:

- (a) as part of the annual civic budgeting process, prepare plans to support the elements of this policy in which budget is administered by Corporate Communications.
- (b) prepare, organize and implement all protocol events and special recognitions materials.
- (c) provide advice and direction on flag and other City Symbol protocol and etiquette.
- (d) manage the Civic Gift Program.
- (e) implement the display of appropriate official gifts received by the City.

3. PROCEDURES

Each of the following five areas will be supported with detailed operating procedures outlined in the Corporate Communications Operations Manual.

3.01 Protocol Events

Corporate Communications will:

- (a) upon notice of a protocol event, develop a comprehensive program proposal.
- (b) organize event in consultation with the Mayor's Office, City departments and offices, provincial and federal protocol offices and other groups as required.
- (c) upon completion of protocol event, evaluate results and do appropriate acknowledgments.
- (d) provide ongoing protocol advice and support to civic politicians and civic departments.



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- (e) provide advise and/or assist, as appropriate, community groups with standard protocol events such as Freedom of the City ceremonies and official flag raisings.

3.02 Special Recognitions

Corporate Communications will:

- (a) review requests for proclamations, congratulatory messages, Mayor's messages, letters of recognition, champions letters, birthday and anniversary greetings received directly or referred from the Mayor or designate.
- (b) in the case of recommended approval provide the Office of the Mayor or designate with document for signature.
- (c) in the case of recommended refusal, provide the Mayor or designate with reasons why, and recommend alternatives if appropriate.

3.03 Corporate Gift Program

Corporate Communications will:

- (a) regularly review the Corporate Gift Program in consultation with the Office of the City Clerk.
- (b) liaise with appropriate civic departments and offices to ensure an effective order/inventory system is in place.
- (c) provide ongoing advice and gift recommendations to the Mayor, Aldermen, City Manager and senior civic officials.
- (d) following each municipal election, survey the Mayor and Aldermen for their assessment of the Corporate Gift Program.

3.04 Official Gifts Received by City

Corporate Communications will:

- (a) upon receipt of official gifts, record and describe gift, its giver and circumstances surrounding presentation; arrange for insurance on gifts of significant value; arrange for appropriate public display and/or archiving.



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3.05 City Symbols

Corporate Communications will:

- (a) on an ongoing basis, advise the Mayor, Aldermen, General Managers and other civic employees of proper protocol when using, wearing, presenting, displaying, raising and showcasing the City Symbols.
- (b) when appropriate, ensure the Symbols are copyrighted to ensure protection and use.
- (c) promote use of City Symbols on civic gift and promotional items, at civic special events and at external conventions, meetings or activities that are partly sponsored or supported by the City.
- (d) assist City Clerk with any modifications to existing City Symbols and the development of new City Symbols.