

**Date:** 2023-11-30

**Subject:** Important and Commemorative Dates 2024

**Contact:** **Jason Tamming, Director, Strategic Communications, Tourism & Events**

**Report Number:** Corporate Support Services-2024-003

**Recommendations:**

1. That, the report from Jason Tamming, Director, Strategic Communications, Tourism & Events dated: November 30, 2023; re: Important and Commemoratives Dates 2024, be received; and
2. That Council approve the proposed 2024 Commemorative Dates Listing and recommended tactics (Appendix A).

**Overview:**

- Annually, staff undertakes a review of the current Important and Commemorative Dates listing by conducting research on Brampton's demographics and reviewing international, federal and provincial days of importance, the Canadian Centre for Diversity and Inclusion and Peel District School Board calendars, and Council recommendations received.
- The Important and Commemorative days, Major Holy Days and City recognized awareness days indicated in this report are recognized through social media content which will be posted on City of Brampton platforms.
- Community Recognition Programs, which include proclamations, flag raisings and clock tower lightings, are community led initiatives. When requested by community organizations, the days of significance listed in this report will be further recognized through these programs.

**Background:**

The Community Recognition Program framework celebrates Brampton's diversity through recognition of cultures and commemorative dates with consistent and equal resources.

The Community Recognition Program was created in March 2019 to formalize existing and new tools for the City to be proactive in recognizing dates of importance as well as facilitate opportunities for the community requests for recognition.

**2023 Community Recognition Program YTD**

Proclamations	Flag Raisings	Clock Tower Lightings	Half Masts	Award Recipients	Centenarian Birthday Certificates
86	54	63	21	58 Individuals 11 Teams	33

**Current Situation:**

On an annual basis, the Events and Protocol Office recommend dates of importance for the City of Brampton to be celebrated through the Community Recognition Program. This list does not include statutory holidays. These dates align with the Term of Council Priorities. Commemorative Dates are supported by various degrees of recognition including but not limited to: Transit and Recreation digital signage, social media, corporate calendar, proclamations, clock tower lightings, flag raisings, half-masts, or receptions.

The Important and Commemorative days, Major Holy Days and City recognized awareness days indicated in this report are recognized through social media content which will be posted on City of Brampton platforms. Community Recognition Programs, which include proclamations, flag raisings and clock tower lightings, are community led initiatives, where requested by community organizations, the days of significance listed in this report will be further recognized through these programs.

To celebrate the strength of Brampton’s diversity, equality and inclusivity the City prioritizes community requests for commemorative dates.

Cultural Expressions for Bus Destination and Recreation Signage

Recognizing the importance of cultural days, religious observances and holy days, cultural expressions for recreation and bus destination signage was developed through staff consultations with the Peel District School Board in regards to their Faith Forward Program, Brampton’s religious Census Data, and a forum with local faith leaders who identified the most important and celebrated events in their faith. This list is not designed to be comprehensive but rather a means to recognize the days most celebrated by Brampton residents.

After consulting the Equity Office, the 2024 listing will see new inclusions, which reaffirm our commitment to equity, diversity, and inclusion and our journey toward reconciliation with Indigenous Nations in response to the TRC’s Call to Action.

### New Requests for Commemorative Dates

Staff propose the annual report as the best opportunity to add dates. Council may elect to add to the list throughout the year with discretionary authority given to the Director, Strategic Communications, Tourism and Events. New requests must be submitted two months in advance of the date to optimize digital assets. Strategic Communications will determine which communication tools are most appropriate to acknowledge/commemorate new dates. Departmental operational requirements and availability will be taken into consideration. References included below for Council information include other commemorative dates including religious dates, health promotion days, and heritage months:

1. Government of Canada, Important and Commemorative Days:  
<https://www.canada.ca/en/canadian-heritage/services/important-commemorative-days.html>
2. Government of Ontario, Celebrations & Commemorations:  
<https://www.ontario.ca/page/ontarios-celebrations-and-commemorations>
3. United Nations International List of Days and Weeks <https://www.un.org/en/observances/list-days-weeks>
4. Peel District School Board Holy Days and Holidays Calendar:  
[Calendar - Peel Board Office Site \(peelschools.org\)](http://peelschools.org)

### **Corporate Implications:**

#### Financial Implications:

There are no financial implications associated with this report.

#### Other Implications:

N/A

### **Strategic Focus Area:**

This report and recommendation supports Culture and Diversity by promoting cross-cultural understanding, supporting cultural events, developing a holistic framework to embed diversity across the city, and supporting Indigenous Heritage and Culture.

### **Conclusion:**

Annually, staff undertake a review of the previous year's commemorative dates listing, conduct research on Brampton's demographics and review federally and provincially recognized heritage months and dates of significance to present the follow year's list of

commemorative dates. Appendix A is the proposed Important and Commemorative Dates for 2024.

Authored by:

Reviewed by:

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Submitted by:

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Alex Milojevic, Commissioner,  
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**Attachments:**

- Appendix A: Important and Commemorative days