



Report
Staff Report
The Corporation of the City of Brampton
10/1/2025

Date: 2025-09-17

Subject: **Important and Commemoratives Dates 2026**

Contact: Meagan Guerra, Manager, Events, Protocol & Tourism,
Strategic Communications, Tourism & Events

Report number: Corporate Support Services-2025-679

RECOMMENDATIONS:

1. That the report from Meagan Guerra, Manager, Events, Protocol, & Tourism to the Committee of Council Meeting of October 1, 2025; re: **Important and Commemoratives Dates 2026**, be received; and
2. That Committee of Council approve the proposed 2026 Commemorative Dates Listing and recommended tactics (Appendix A).

OVERVIEW:

- **Annually, staff undertake a review of the current Community Recognition Program, conduct research on Brampton's demographics and review provincial and federal heritage days, commemorations and holy days to acknowledge for the following year.**
- **The City supports these dates through varying levels of recognition, through corporate-led initiatives or the community recognition programs.**
- **Sufficient funding exists as part of the Strategic Communications, Tourism and Events base operating budget to recognize the proposed important and commemorative dates included in Appendix A.**

BACKGROUND:

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

2025 Community Recognition Program YTD (September 2, 2025)

Proclamations	Flag Raisings	Clock Tower Lightings	Half Masts	Award Recipients	Milestone Birthday Certificates
76	45	88	30	65	19

CURRENT SITUATION:

Each year, the Events and Protocol team recommends a list of important and commemorative dates for recognition for the upcoming calendar year. These dates do not include statutory holidays and are carefully selected to align with the Term of Council Priorities.

The City supports these dates through varying levels of recognition, which may include (but are not limited to):

- Messaging on transit buses
- Highlighting dates on digital signage in recreation facilities
- Social media tiles/campaigns
- Inclusion in the corporate calendar
- Proclamations
- Clock tower lightings
- Flag raisings and half-masting
- Receptions

Important and Commemorative Dates are recognized through a two-fold approach:

1. **Corporate-Led Initiatives**
2. **Community Recognition Programs** led by the Events and Protocol team

The following programs are used to support these recognitions:

Flag Raising Requests and Half-Mastings

Community members and organizations may submit flag raising requests through the Flag Raising and Half-Masting webpage on brampton.ca.

Proclamations

Proclamations are ceremonial documents issued and signed by the Mayor on behalf of Brampton City Council.

These documents formally recognize the importance of an event, campaign or organization that is of significance, interest or benefit to the residents of Brampton. Proclamations are typically issued for a particular day, week, or month.

Clock Tower Lightings

The City Hall Clock Tower may be illuminated in specific colours or dimmed to commemorate or celebrate important dates or events.

Lightings provide a visual opportunity to celebrate Brampton's diverse community and foster civic pride.

Clock Tower Lightings occur for one evening and are scheduled on the approved.

Cultural Expressions for Bus Destination and Recreation Signage

Recognizing the importance of cultural and religious observances, key dates for transit and recreation signage were previously formalized through staff consultations with the Peel District School Board's *Faith Forward* Program, Brampton's religious census data, and a forum with local faith leaders. While not exhaustive, the resulting list reflects the most widely celebrated observances among Brampton residents.

New Requests for Commemorative Dates

Staff recommend the annual report as the primary opportunity to add new commemorative dates. Council may choose to add dates throughout the year, with discretionary authority delegated to the Director, Strategic Communications, Tourism and Events.

To ensure effective planning and use of digital assets, new requests must be submitted at least two months in advance of the intended recognition date.

CORPORATE IMPLICATIONS:

Financial Implications:

There is no financial impact resulting from the adoption of the recommendations in this report.

Sufficient funding exists as part of the Strategic Communications, Tourism and Events base operating budget to recognize the proposed important and commemorative dates included in Appendix A.

CONCLUSION:

Annually, staff undertake a review of the previous year's commemorative dates listing, conduct research on Brampton's demographics and review provincially, federally and internationally recognized heritage months and dates of significance to present the following year's list of commemorative dates. Abovementioned is the proposed Important and Commemorative Dates for 2026.

Authored by:

Reviewed by:

Meagan Guerra,
 Manager, Events, Protocol & Tourism,
 Strategic Communications, Tourism
 and Events

Natalie Stogdill,
 Director,
 Strategic Communications, Tourism and
 Events

Approved by:

Approved by:

Jason Tamming,
 Acting Commissioner,
 Corporate Support Services

Marlon Kallideen,
 Chief Administrative Officer

Attachment 1 – Appendix A: Important and Commemorative Days