

Date: 2020-12-15

Subject: **Important and Commemorative Dates and Destination Bus Signage 2021**

Contact: Jason Tamming, Director, Strategic Communications, Culture and Events, Corporate Support Services, 905.874.2889, Jason.tamming@brampton.ca

Report Number: Corporate Support Services-2021-042

Recommendations:

1. That, the report from Jason Tamming, Director, Strategic Communications, Culture and Events dated: December 15, 2020; **re: Important and Commemoratives Dates 2021**, be received; and
2. That Council approve the proposed 2021 Commemorative Dates Listing and recommended tactics (Appendix A); and
3. That Council approve the proposed 2021 Cultural Expressions for Brampton Transit Bus Destination Signage (Appendix B).

Overview:

- The Protocol Office developed the Community Recognition Program in 2019 as a framework to celebrate the city of Brampton's cultural mosaic.
- Annually, staff undertake a review of the current event portfolio, conduct research on Brampton's demographics and review federally and provincially recognized heritage months, commemorative dates and holy days to acknowledge for the follow year's list of corporate events and commemorative dates.

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 community requests for recognition.

2020 Community Recognition Program YTD

Proclamations	Flag Raisings	Clock Tower Lightings	Half Masts
39	21	16	23

Current Situation:

On an annual basis, the Corporate Events and Protocol Office recommend dates of importance for the City of Brampton to be celebrated through the Community Recognition Program. These dates have an associated municipal service, event or related message aligned with the Term of Council Priorities. Commemorative Dates are supported by various degrees of recognition including but not limited to: internal staff communications, proclamations, clock tower lightings, flag raisings, half-masts, or corporate events.

The Community Recognition Program includes two key components:

- 1. Corporate-led initiatives:
 - a. Corporate Events (subject to be the companion report)
 - b. Commemorative Dates
- 2. Community-led initiatives: The community can request recognition through the Protocol Office in the form of:
 - a. Flag Raisings
 - b. Proclamations
 - c. Clock Tower Lighting

An annual list of flag raisings and proclamations is found on the City of Brampton website, under the Protocol Office page.

New Requests for Commemorative Dates

Council may wish to add additional Commemorative Dates to the listing. Staff propose the annual report as the best opportunity to add dates. Council may elect to add to the list throughout the year with Council approval. References included below for Council information include other commemorative dates including religious dates, health promotion days, and heritage months:

1. Government of Canada, Calendar of Health Promotion Days:
<https://www.canada.ca/en/health-canada/services/calendar-health-promotion-days.html>
2. Government of Canada, Important and Commemorative Days:
<https://www.canada.ca/en/canadian-heritage/services/important-commemorative-days.html>
3. Government of Ontario, Celebrations & Commemorations:
<https://www.ontario.ca/page/ontarios-celebrations-and-commemorations>
4. Peel District School Board Holy Days and Holidays Calendar:
http://www.peelschools.org/Documents/2019-20_Holy_Days_Poster.pdf

Recognizing the importance of religious observances and holy days, staff consulted with the Peel District School Board in regards to their Faith Forward Program and conducted research on Brampton's top five religions using 2011 Census Data. There is a need to develop recommendations for religious observances. This work will be explored further in consultation with the Peel District School Board (PDSB) Faith Forward Program and a possible future faith leaders advisory committee in Brampton.

Corporate Implications:

Financial Implications:

There are no financial implications associated with this report.

Term of Council Priorities:

This report achieves the Strategic Plan priorities of Strong Communities and Smart Growth by developing distinct, lively spaces and activities that unite people and instill civic pride.

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. Abovementioned is the proposed Important and Commemorative Dates for 2021.

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Attachments: