

Date: 2021-10-29

Subject: Important and Commemorative Dates 2022

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

Report Number: Corporate Support Services-2021-1181

Recommendations:

1. That, the report from Jason Tamming, Director, Strategic Communications, Culture and Events dated: October 29, 2021; re: Important and Commemoratives Dates 2022, be received; and
2. That Council approve the proposed 2022 Commemorative Dates Listing and recommended tactics (Appendix A).

Overview:

- The Events and 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 Community Recognition Program, conduct research on Brampton's demographics and review international, and federal heritage days, commemorations and holy days to acknowledge for the following year.

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.

2021 Community Recognition Program YTD

Proclamations	Flag Raisings	Clock Tower Lightings	Half Masts	Brampton Remembers	Award Recipients	Centenarian Birthday Certificates
71	24	46	16	2	33 Individuals 1 Team	14

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. 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, proclamations, clock tower lightings, flag raisings, half-masts, or reception.

The Community Recognition Program includes two key components:

1. Corporate-led initiatives:

Commemorative Date Listing and Communications Tactics

- Government of Canada Dates of Importance
- Major Holy Days (recognized by the top 5 religions in Brampton)
- Departmental Awareness Days

2. Community- initiated activities: The community can request recognition through the Protocol Office in the form of:

Flag Raisings Requests

- Flag raising requests can be submitted directly to the [Flag Raising and Half-masting](#) webpage on Brampton.ca. The City of Brampton's Community Recognition Program prioritizes empowering the community to recognize dates of importance. Where the community does not submit a request, the Protocol Office will seek community involvement. Flag raisings will be produced for national dates of independence to a maximum of top 10 places of birth of immigrants in Brampton as recognized by Census Canada.

Proclamations and Clock Tower Lightings

- Proclamations are ceremonial documents issued and signed by the Mayor on behalf of Brampton City Council that officially recognize the importance of an event, a campaign, or an organization of significance, interest or benefit to the citizens of Brampton for a particular day, week or month. The City Hall clock tower is an opportunity for the City of Brampton to recognize and celebrate special occasions and events that celebrate Brampton's diverse community and foster a spirit of

community. Lightings will occur for one evening and will take place on the approved date.

Proclamations and clock tower lightings do not constitute a personal or civic endorsement.

Year-to-date flag raisings and proclamations are found on the City of Brampton website, under the Protocol Office page.

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.

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, Culture 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>

Corporate Implications:

Financial Implications:

There are no financial implications associated with this report.

Term of Council Priorities:

This report and recommendation supports Brampton is a Mosaic celebrating its diversity by more effectively engaging and communicating with diverse groups, supporting cultural events, and developing a holistic framework to embed diversity across the city.

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 2022.

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Attachments:

Appendix A: Important and Commemorative days