

Special Events Protocol

Policy Number: CAO.3-02

Topic: General

Applies to: All Commissions and Departments

Policy Statement and Strategic Plan Linkages

This policy is consistent with the Town's vision of being Well-Equipped and Managed through policies and processes that reflect sound and accountable governance.

Purpose

The purpose of this Corporate Policy is to provide a consistent guide and protocol for public officials and dignitaries when planning and implementing special events within the community.

Definitions

Special Event – a Town organized gathering with the purpose of making special announcements (e.g. grants), celebrating the launch or unveiling of a capital project, and any other unique circumstance where the Mayor and Chief Administrative Officer (CAO) and/or designate(s) deem it of community value to follow this special events protocol.

Provisions

Organizers of corporate or community events involving the Mayor, Members of Council and other dignitaries will observe the rules of protocol outlined in this policy.

Parades/Processions

Elected officials will appear in parades or processions organized by the Town in the following order:

- Mayor
- Deputy Mayor and Regional Councillor
- Members of Council
- Regional Chair person
- Provincial government representative
- Federal government representative
- Other dignitaries

Official Openings and Celebratory Events

Order of Introductions, Speakers and Recognition:

As the key spokesperson for the Town, the Mayor (or designate) will speak on behalf of Council at celebratory events. A Town staff person will act as the Master of Ceremonies (MC). The MC will be the CAO or Commissioner that oversees the initiative or another staff member as designated by the CAO and/or Commissioner. If the media is invited, Corporate Communications will be responsible for all media relations. Any media inquiries must be directed to Corporate Communications as per the Media Relations Policy.

If the event is to recognize grant funding provided from other levels of government for a project or initiative, the Regional, Provincial, and/or Federal representative that provided funding will be asked to speak at the event by the Mayor's Office.

If other levels of government are in attendance at Town hosted events, the Mayor or designate will officially introduce all elected officials, partner organizations and special guests in attendance.

Elected officials will speak before other speakers (including staff, sponsors and any community partners or organizations) in the following order:

- Mayor
- Regional Chair person, Member of Provincial Parliament, Member of Parliament (Speaking order to be determined by the Mayor's Office based on the nature of the event)

Municipally Sponsored Events/ Partnerships

The Mayor, Deputy Mayor and Regional Councillor, or designated Councillor will locate at the head table and will provide greetings/remarks on behalf of the Town of Newmarket.

Exceptions

Should another level of government be the organizer of an announcement, celebration, parade, event, etc., the Mayor's Office will be the lead contact on behalf of the Town.

The placement and participation of the Prime Minister, and/or the Queen or other high-level dignitaries attending an event will follow the protocol associated with the office(s) they hold. Staff from their respective offices will assist with appropriate arrangements and identify special requirements.

The Mayor's Office may revise the protocols outlined in this policy as necessary under extraordinary circumstances.

Cross-References

Media Relations Policy COMM.5-01
Municipal Corporate Naming Program

Contact

Director, Corporate Communications and/or the Director, Recreation and Culture.

Details

Approved by: Robert N. Shelton, Chief Administrative Officer
Adoption Date: April 17, 2018
Policy Effective Date: April 17, 2018
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