



CORPORATION OF THE TOWNSHIP OF ESQUIMALT

COUNCIL POLICY

TITLE:	Proclamations, Illuminations and Ceremonial Requests	NO.	ADMIN-86
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Effective Date:	October 28, 2025
Approved by:	Council
Reference:	Staff Report No. ADM 25-056
Amends:	Original

POLICY:

To establish the criteria and procedures for Proclamations, Illuminations and other Ceremonial Requests.

The *Community Charter* authorizes Council or the Mayor to proclaim a day of recognition that is to be observed by the municipality.

Council recognizes the importance of highlighting charitable causes, events and the commitment of individuals or organizations whose efforts and achievements enhance the Township.

DEFINITIONS:

Illumination means the lighting of the Archie Browning Sports Centre and the Esquimalt Recreation Centre Adventure Park light stands in a requested colour to recognize the efforts and commitments of an event or organization that enhances the community, encourage public awareness, and/or provide recognition for events that are significant to the Township.

Letter of Support for a Fly Past means a request for support by the federal government for aircraft to perform a ceremonial fly over of the Township at a low altitude.

Proclamation means a ceremonial document designating a given period of time (i.e.: day, week, or month) to recognize the efforts and commitments of an event or organization that enhances the community, encourage public awareness, and/or provide recognition for events that are significant to the Township.

Township means the Corporation of the Township of Esquimalt.

PROCEDURE:

Proclamations and Illuminations:

Requests for proclamations and/or illuminations which primarily serve to benefit one or more of the following causes are approved at the discretion of the Mayor:

- (1) Health and public service awareness;

- (2) Diversity and multi-cultural awareness; or
- (3) Arts and Culture celebration.

Requests will not be approved that include any of the following:

- (1) Defamatory, hateful, racist, discriminatory, homophobic, sexist or disrespectful messaging ;
- (2) Incites violence or disorder;
- (3) Politically or religiously motivated or represents individual conviction;
- (4) Promotion of commercial or for profit-making purposes; or
- (5) Contravenes Township policies or bylaws.

Process:

- (1) Requests shall be made in writing or via email submission to the Corporate Services Department on the organization's letterhead and from the organization's official email address at least (3) three weeks prior to the date needed.
- (2) Requests must include the proposed wording for the proclamation and supporting documentation (if applicable). If required, the Corporate Services Department will make appropriate amendments to the wording of the proclamation to improve the structure or intent of the requested proclamation.
- (3) Previous proclamations and/or Illuminations are not precedent setting. The Township will maintain a list of proclamations/illuminations that have been approved on an annual basis. Organizations on the list will still be required to submit a proclamation/illumination request annually.
- (4) The Corporate Services Department shall forward the illumination request for review to the Mayor and for information to the rest of Council and subject to approval by the Mayor.
- (5) The Corporate Services Department shall draft the proclamation for review by the Mayor and distribute it for information to the rest of Council and subject to approval by the Mayor.
- (6) Final approval or denial shall be provided to the applicant on official Township letterhead from the office of the Mayor.
- (7) The Corporate Services Department shall inform the Parks and Recreation Department of the approved illumination request for light up on the appropriate date.
- (8) A signed copy of the proclamation will be posted to the Public Notice Boards; uploaded to the Township website Proclamation page; and forwarded to Council for information.
- (9) The Proclamation and/or Illumination will be communicated through the Township's social media channels.

Letter in Support for a Fly Past:

Authority for a Fly Past is overseen and approved by Transport Canada and the Department of National Defence. Requests made to the Township for a Fly Past are ceremonial in nature, asked out of respect and are meant to inform residents of the event.

Process:

- (1) The Corporate Services Department shall draft a letter of support for review and subject to approval by the Mayor.
- (2) The letter of support shall be provided to the requestor on official Township letterhead from the office of the Mayor and copied to the members of Council for information.
- (3) The event can be communicated through the Township's social media channels.