

WHITE ROCK

City by the Sea!

SPECIAL EVENT PROTOCOL GUIDELINES



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(July 26, 2019)

INTRODUCTION

The Special Event Protocol Guidelines were developed by the Office of the Mayor, Communications and Government Relations, and Recreation and Culture to help event organizers ensure that correct protocols are followed when coordinating events held at City of White Rock facilities or public spaces. By using this guide, City staff, community event organizers, masters of ceremonies, and event volunteers will be prepared to deal with a variety of situations including inviting and welcoming elected officials and other dignitaries, arranging correct flag placement, designing seating plans, use of the City's logo, etc.

Once an event is approved by the City of White Rock, organizers can expect a complete package of information to help them plan, implement and celebrate successfully, including:

- Welcome letter outlining the details of the event requirements and expectations
- A copy of the Special Events Policy 710
- A copy of this Special Event Protocol Guidelines
- An Event Communication Kit
- Any other relevant policies, guidelines, contact information, maps, etc.

SPECIAL EVENTS CATEGORIES

As detailed in the City of White Rock Special Events Policy 710, special events fall into three distinct categories. It is important to be aware of which category your event is, and therefore what support the City will provide.

CATEGORY A - CITY-PRODUCED EVENTS

City produced events are events where all details and activities are organized and/or coordinated by City staff (usually working with a community committee to ensure the highest level of community engagement). Examples include Canada Day by the Bay, the White Rock Sea Festival and Tour de White Rock.

CATEGORY B – CITY as a PRODUCING PARTNER

When the City is a **Producing Partner**, a high level of City staff support is required to work with the producing partner's event organizers ensuring that the program content optimizes civic engagement, planning, and production details; and that the marketing needs are sufficient to achieve strategic objectives. Examples includes the TD Concerts at the Pier as a producing partner with the White Rock BIA; and Culture Days as a producing partner with Peninsula Arts and Culture Alliance (PACA).

CATEGORY C – CITY as a SUPPORTER

When the City is a **Supporter**, the role of staff is to provide advice and assistance with basic logistical planning such as public safety considerations, coordinating the use of civic facilities and City resources such as barricades, parking lots, community centres, road use, etc. Examples include Remembrance Day supporting the Royal Canadian Legion; the Polar Bear Swim supporting the White Rock and South Surrey Rotary Clubs; Christmas on the Peninsula supporting the Christmas on the Peninsula Society; and Picnic on the Pier supporting the Peace Arch Hospital Foundation.

COMMUNICATIONS GUIDELINES

CITY LOGO USE:

For internal users contact the Communications and Government Relations Department for the most up-to-date usage guidelines.

For external groups City logo approval is required from the City prior to printing, publishing and distributing event information and/or collateral.

All A, B and C level events must have the City logo included in all marketing materials as agreed upon.

Refer to the Event Communication Kit for submission deadlines and format.

CHANNELS FOR PUBLICITY AND INFORMATION SHARING:

CATEGORY A EVENT – City Produced Events

Only the City of White Rock will prepare and send media communications for these City produced events.

City event staff will liaise with the Communication Office to follow proper protocols including arranging interviews with media, advertisements and social media postings. Event staff will provide an event description/ backgrounder, timeline of the event, parking information, road closures, etc. The Communication Office will follow up with the City event staff regarding other publicity opportunities and follow-up required.

CATEGORY B EVENT – City as a Producing Partner

The City of White Rock will prepare and send joint media communications for these events, in partnership with the event co-producer or committee.

City event staff will liaise with the event partner and the Communication Office to follow proper protocols including arranging interviews with media, advertisements and social media postings. City event staff and/or the event organizer will provide an event description/ backgrounder, itinerary, parking information, road closures, etc. The Communication Office will follow up with the City event staff regarding other publicity opportunities and follow-up required.

CATEGORY C EVENT – City as a Supporter

Event organizers must be clear when promoting their event that it is not an event created, hosted or managed by the City of White Rock.

The City's Special Event Coordinator will work with the event organizer and the Communication Office to utilize the City of White Rock's publicity channels (see list below) as appropriate and to ensure the messaging is clear about who is responsible for the creation and management of the event.

Channels for publicity managed by the City include:

- City Website Event Calendar
- Social Media – Twitter, Facebook, Instagram
- Recreation & Culture E-newsletter and/or City E-newsletter
- Centennial Park & Leisure Centre Electronic Reader Board
- City Kiosks (space permitting)
- City of White Rock facility bulletin boards – White Rock Community Centre, Kent Street Activity Centre, Centennial Park Leisure Centre, Centre for Active Living

Explore White Rock is the City of White Rock’s tourism site and a great resource for visitors who are looking for information on best places to eat in White Rock, things to do, and what events are happening and when. To advertise in the Explore White Rock Event Calendar, event organizers may submit information to the Explore White Rock website directly: <http://explorewhiterock.com/events/>

MUNICIPAL, FEDERAL, PROVINCIAL, and FIRST NATION REPRESENTATIVES

INVITING GOVERNMENT OFFICIALS/DIGNITARIES TO AN EVENT

CATEGORY A EVENT – City Produced Events

Only the Office of the Mayor will prepare and send letters of invitation for these events.

City event staff will liaise with the Mayor’s Office to follow proper protocols including arranging for Mayor and Council attendance and to extend invitations to Government Officials and other Dignitaries. As soon as details are known, and preferably a minimum of six (6) weeks prior to the event date, City event staff will provide an event description/ backgrounder, itinerary, speaking agenda with timelines and VIP parking information. The Mayor’s office will follow up with the City event staff regarding RSVPs and expectations about the event, (e.g. speeches, ribbon cutting, photo opportunities, etc.).

CATEGORY B EVENT – City as a Producing Partner

The Office of the Mayor will prepare and send joint letters of invitation for these events, in partnership with the event producer or committee.

City event staff will liaise with the event partner and the Mayor’s Office to coordinate and follow the proper protocols including arranging for Mayor and Council attendance and to arrange for joint invitations to Government Officials and other Dignitaries. As soon as details are known, and preferably a minimum of six (6) weeks prior to the event date, City event staff and/or the event partner will provide an event description/ backgrounder, itinerary, speaking agenda with timelines and VIP parking information. The Mayor’s office will follow up with the City event staff regarding RSVPs and expectations about the event, (e.g. speeches, ribbon cutting, photo opportunities, etc.).

CATEGORY C EVENT – City as a Supporter

Event organizers must be clear when extending invitations on their own behalf that it is not an event created, hosted or managed by the City of White Rock.

The City's Special Event Coordinator will work with the community event organizer(s) to invite the Mayor and City Council, and to determine the Mayor and Council's role at the event (i.e. speaker or guest). The City's event staff will work directly with the Mayor's office to coordinate the attendance and participation of Mayor and Council. As soon as details from the community event organizer are known, and preferably a minimum of six (6) weeks prior to the event date, City event staff will provide the Mayor's Office with an event description/background, itinerary, speaking agenda with timelines and VIP parking information.

Typically, for most events of this category, other government officials are not invited to participate. However, if the organizers choose to invite other elected officials (such as MP's, MLA's, and First Nation Leaders etc.) they must contact their offices directly, and provide the following event information (see the template in the resource section on page sixteen (16) of this document):

- The purpose of the event
- Event name, date, time and location
- Information about your group (history, key organizers, mandate, etc.)
- Clarify that the event is not a City managed event: *The City of White Rock supports (name of event) held on (date) at (location) however, the vision, creation and management is the responsibility of (Name of the Organization).*
- Time frame they are requested at the event
- Are you inviting them to speak at your event or to attend as a guest only?
- Any special messaging they need to be aware of and make reference to in his/her speech if speaking
- Where VIP parking is located
- Draft agenda/speaking list
- Event purpose and program highlights/schedule
- Contact name and number

ADDRESSING OFFICIALS/DIGNITARIES

There are standard protocols in place when addressing, writing or introducing elected officials/dignitaries. It is important to show respect for the office of the person being addressed, no matter how personally familiar you may be with the individual. The City of White Rock adheres to these protocols and expects all Category A, B, and C event organizers to do the same.

Mayor

Address: His/Her Worship, Mayor 'First and Last Name' or Mayor 'First and Last Name'

Salutation: Dear Mayor 'Last Name'

Introduction: His/Her Worship (first name, last name)

Conversation: Your Worship (formal); Mayor 'Last Name' (less formal); Mr./Ms. Mayor

Mayor and Councillors as a group

Address: His/Her Worship, Mayor 'First and Last Name' and Councillors **or** Mayor 'First and Last Name' and Councillors

Salutation: Dear Mayor 'Last Name' and Councillors

Councillors

Address: Councillor 'First and Last Name'

Salutation: Dear Councillor 'Last Name'

Introduction: Councillor 'First and Last Name'

Conversation: Councillor 'Last Name'

Acting Mayor (when Mayor is not present)

Introduction: Representing the City of White Rock, Acting Mayor 'First and Last Name'

Conversation: Acting Mayor 'Last Name'

Prime Minister of Canada

Address: The Right Honourable 'First and Last Name', Prime Minister of Canada

Salutation: Dear Prime Minister **or** Prime Minister

Introduction: The Right Honourable 'First and Last Name'

Conversation: Mr./Ms. Prime Minister **or** Sir/Madam

Members of Parliament (MP) - With a Cabinet Post

Address: The Honourable 'First and Last Name', Minister of 'Cabinet Post'

Salutation: Dear Minister 'Last Name'

Introduction: The Honourable 'First and Last Name', MP

Conversation: Minister 'Last Name'

Members of Parliament (MP) - Without a Cabinet Post

Address: Mr./Ms. 'First and Last Name', MP

Salutation: Dear Mr./Ms. 'Last Name'

Introduction: Mr./Ms. 'First and Last Name'

Conversation: Mr./Ms. 'Last Name'

Premier of British Columbia

Address: The Honourable 'First and Last Name', Premier of British Columbia

Salutation: Dear Premier 'Last Name'

Introduction: The Honourable 'First and Last Name', Premier of British Columbia

Conversation: Premier 'Last Name'

Members of Legislative Assembly (MLA) With a Cabinet Post

Address: The Honourable 'First and Last Name', Minister of 'Cabinet Post'

Salutation: Dear Minister 'Last Name'

Introduction: The Honourable 'First and Last Name', Minister of 'Cabinet Post'

Conversation: Minister 'Last Name'

Members of Legislative Assembly (MLA) Without a Cabinet Post

Address: Mr./Ms. 'First and Last Name', MLA

Salutation: Dear Mr./Ms. 'Last Name'

Introduction: Mr./Ms. 'First and Last Name'

Conversation: Mr./Ms. 'Last Name'

First Nation Chiefs

Address: Chief 'Full Name'

Salutation: Dear Chief 'Name'

Introduction: Chief 'Full Name'

Conversation: Chief 'Last Name'

First Nation Band Councillors

Address: Councillor 'First and Last Name'

Salutation: Dear Councillor 'Last Name'

Introduction: Councillor 'First and Last Name'

Conversation: Councillor 'Last Name'

SPEAKING ORDER PRIORITY

Organizers are advised to request only one speaker per level of government and then only when it is relevant to the occasion (e.g. government funding provided, special historical or cultural significance).

Speaking order priority should be as follows (as applicable to the event):

1. Master of Ceremonies
2. Mayor or Mayor Designate
3. Chief of Local First Nation(s) or Designate
4. Most Senior Federal Government Representative
5. Most Senior Provincial Government Representative
6. Local School Trustee, if applicable to the event
7. President of Association/Society/Organization producing the event, if applicable to the event
8. Presenting Sponsor of the event, if applicable to the event

Note: Elected officials and dignitaries present are typically acknowledged by the Mayor. Please provide the City’s Special Events Coordinator, in advance of the event, a list of elected officials and dignitaries who have confirmed attendance.

COLOUR PARTY

A Colour Party is a ceremony to lead in the small group of dignitaries to the ceremonial site (e.g. cenotaph, stage, head table) often preceded by flag bearers, pipers, etc. The order of the Colour Party should be the same as the speaking order priority (see above).

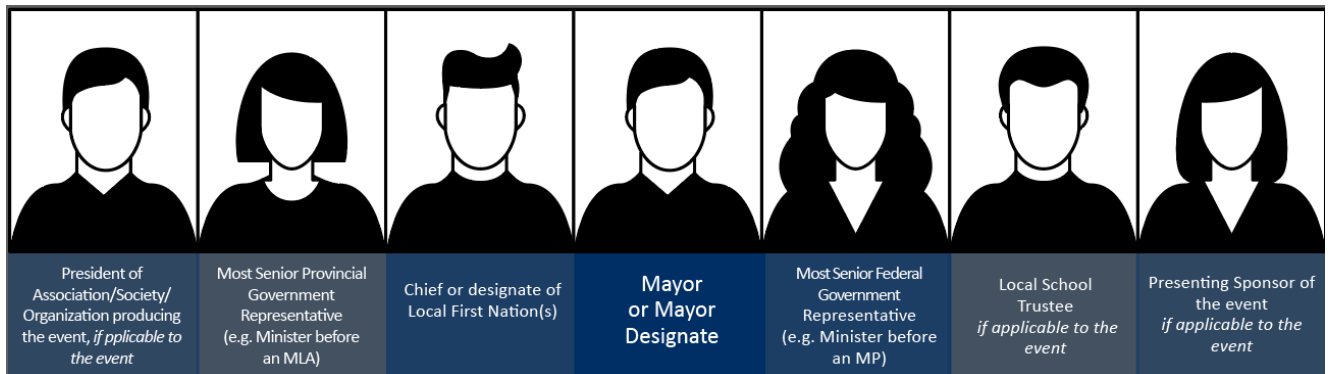
REPRESENTATIVES OF HER MAJESTY, THE QUEEN

If the event includes representatives of Her Majesty the Queen, (E.G. members of the Royal Family, the Lieutenant Governor of British Columbia, or the Governor General of Canada) organizers must refer to the specific protocol documents and consult experts to ensure the proper protocol is followed. Community event organizers are not permitted to reach out to the representatives of Her Majesty without consultation with the City of White Rock’s Manager of Government Relations.

SEATING ARRANGEMENTS

Speakers and Emcee on a Stage or at a Head Table

The order as seen from the audience perspective:



Other dignitaries, who are not speaking, to be seated in a designated VIP seating area or in the general audience area. The Master of Ceremonies (MC) should always be seated at the corner of the podium, close to the microphone. The MC should not cross in front of the guests to get to the microphone.

FORMAL REMARKS

FIRST NATION LAND ACKNOWLEDGMENT

For events that the City produces or is a producing partner (Category A and B events) it is the City’s

expectation the First Nation land be acknowledged at the beginning of the event by a City official (typically the Mayor or designate). An example of a First Nation Land Acknowledgement statement is:

We would like to recognize that we are standing/working/meeting on the traditional unceded territory of the Semiahmoo First Nation, and also wish to acknowledge the broader territory of the Coast Salish Peoples.

For events that the City supports (Category C events), the City of White Rock encourages organizers to include the First Nation Land Acknowledgement above.

BLESSINGS AT EVENTS AND/OR GRACE AT MEALS

For events that the City produces or is a producing partner (Category A and B events), it is the City's practice to include a blessing on the occasion led by a First Nation representative and the City may consider also inviting a local religious leader to provide a blessing particularly when meals are served.

For Category C events, we encourage organizers to follow the City's practice as stated above in order to foster a relationship based on mutual respect and trust. We advise organizers if they are hoping to include participation by First Nation representatives, to reach out to the First Nation Council well in advance.

FLAGS

USE OF FLAG POLES AT CITY HALL

The City receives a number of requests annually to fly flags outside City Hall. This policy establishes the types of organizations that the City would consider having their flag flown in front of the City Hall facility. As per Council Policy 146:

- Requests must be made in writing to the Mayor and Council (clerksoffice@whiterockcity.ca) for Council's consideration of a flag to be flown outside City Hall on the single flag pole in front of the City Hall facility.
- The organization making the request must be not for profit with a noted affiliation with the City of White Rock.
- The request must clearly indicate the affiliation in order for Council to make a fully informed decision at a Regular Council Meeting.

FLAG PLACEMENT

The national, provincial, and local government flags are important symbols that show our pride for our country, province, and city. The manner in which flags are to be displayed is established by the Federal

and Provincial Protocol Secretariats.

- Each flag must have its own pole
- Flags flown together must be the same size and dimension

There are also protocols around how flags are to be placed as they are ranked in order of the position of honour. Below is the Flag Placement Protocol as set by the Government of Canada and the Government of British Columbia.

Two Flags

When two flags are displayed, to an observer facing the flags, the position of honour is on the left. In the example below, the Canadian flag must be in the position of honour.



Position of Honour



Second-Ranking Flag

Three Flags

In Canada, when three flags are displayed, the position of honour is in the centre. To an observer facing the display, the second-ranking flag (in order of precedence) is placed to the left of center and the other to the right.

Example One:



Second-Ranking Flag



Position of Honour



Third-Ranking Flag

Example Two:



Second-Ranking Flag



Position of Honour



Third-Ranking Flag

Multiple Flags

When there are more than three flags that need to be flown, the position of honour is furthest to the left, following by other flags in order of precedence:

- 1) National Flag of Canada
- 2) Flag of other sovereign nations in alphabetical order (if applicable)
- 3) The flags of the provinces of Canada (in the order in which they joined Confederation)

- 4) The flags of the territories of Canada (in the order in which they joined Confederation)
- 5) The flags of municipalities/cities
- 6) Banners of organizations
- 7) Historical Flags



PARADES

PARADE ENTRIES

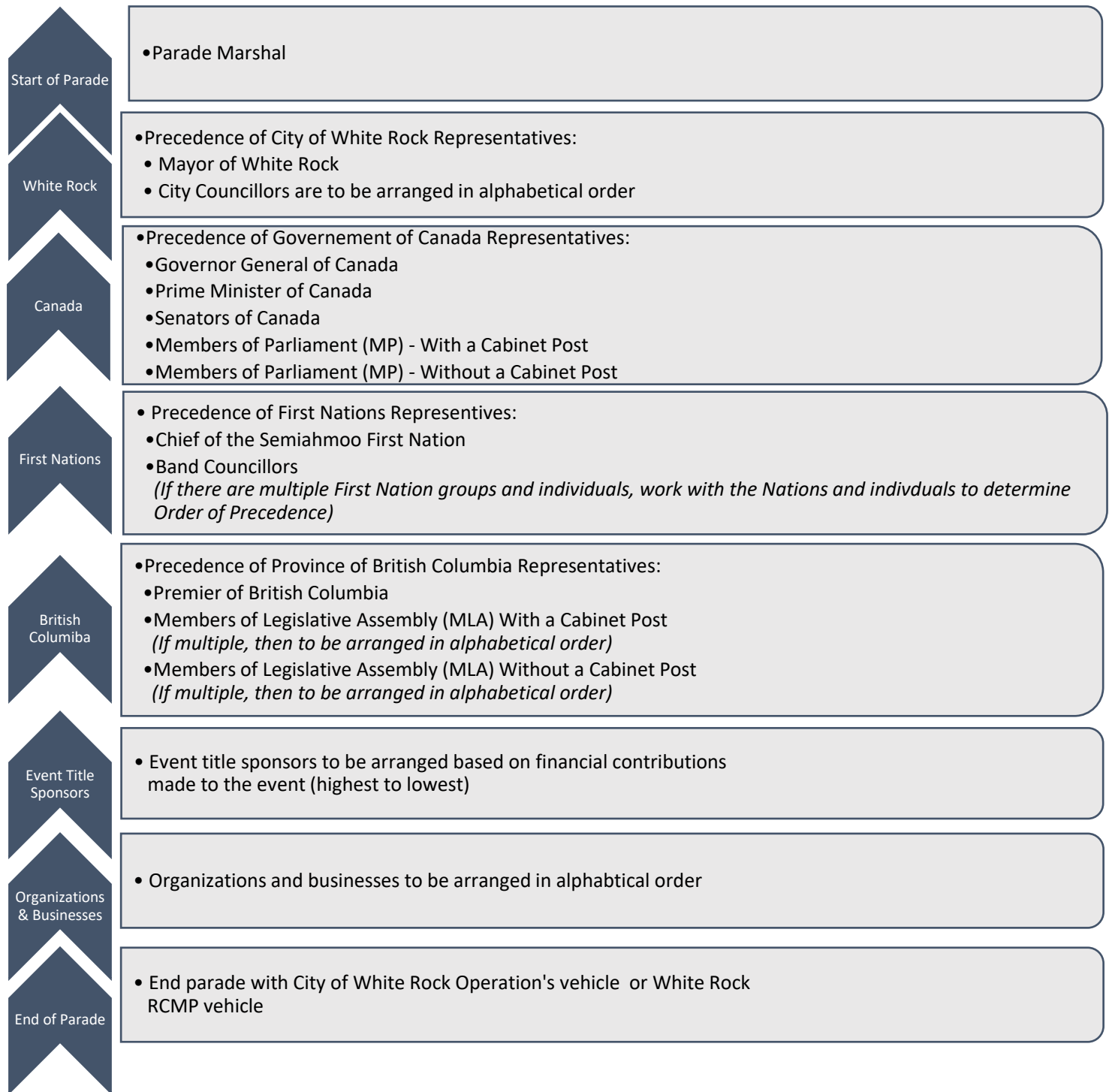
All parade entries must be arranged for the enjoyment of the spectators and to fit with the context of the event.

Category A and B events entries must be reviewed by the parade organizers and the City's Special Event Coordinator to ensure it complies with the purpose of the celebration, and the central theme of the event.

Please see Parade Line-Up diagram on next page.

PARADE LINE-UP ORDER

When planning the line up for a parade for any Civic or Civic-Related Event, please refer to the Government of Canada's [Table of Precedence](#) and the parade line up as outlined below.



POLITICAL CANDIDATE ENTRIES

Political candidates running, or in the process of running, for political office will not be permitted to participate on their own behalf in a parade held in White Rock (**City By-Law #1923**). Sponsored political signs, slogans or other promotional material during a campaign are not permitted on any entries. Sitting elected officials are to represent the level of Government they serve (for example the MP represents the Government of Canada, the MLA represents the Province of BC), not a distinct political party.

The City's Sign Bylaw refers to "Election Signs" as:

"Political Sign" means a Sign erected to support the election of a particular candidate or the support for a particular cause at a municipal, provincial or federal election. Any sign on a vehicle is prohibited under Part 4 2.10. Political Signs are regulated in Part 6 Section 10, of interest is the time during which a political sign can be displayed. Any sign not directly mentioned in the Bylaw is prohibited in Part 4.

LIVE ANIMAL ENTRIES

The use of domestic or exotic animals in parades must be approved by the City's Special Events Coordinator and comply with applicable laws or conditions imposed by the City's By-Law Department or other authorities. Animal trainers may be required. Unless otherwise permitted, live animals must be placed at the end of the parade, along with people to pick up animal droppings and dispose appropriately.

REFERENCES

[Office of Protocol of Canada – Government of Canada](#)

The Office of Protocol, within Global Affairs Canada, contributes to shaping the international agenda to Canada's benefit and advantage, in accordance with Canadian interests and values, at home and abroad through the management and oversight of:

- Official/state visits (both in Canada and abroad)
- Official events, summits management and international events
- Diplomatic corps services and outreach programs

[Office of Protocol - Province of British Columbia](#)

The Government of British Columbia's Office of Protocol, within the Intergovernmental Relations Secretariat, leads and coordinates ceremonial, protocol and diplomatic activities for the B.C. Government. These services are vital to the well-being and positive perceptions of B.C., in Canada and internationally. The Office of Protocol provides the following services:

- Advises on all matters of protocol and [precedence](#), [provincial symbols](#) and the [use of the name of the province for a company or organization](#)
- Plans and conducts official ceremonies such as the Opening of the Legislature and Cabinet swearing-in ceremonies
- Plans and conducts [official visits](#) to B.C. for members of the Royal Family, the Governor General, heads of state and government, foreign ministers, heads of diplomatic missions and other distinguished visitors
- Acts as the principal government contact for [the Consular Corps of B.C.](#)
- Coordinates [birthday and wedding anniversary congratulatory messages](#) from The Queen, the Premier and others
- Manages the [Order of British Columbia](#) and the [British Columbia Medal of Good Citizenship](#)
- Provides information and advice on [flag protocol](#) and [flying flags at half-mast \(PDF\)](#)

EXAMPLE TEMPLATE – SPEAKING INVITATION TO OTHER ELECTED OFFICIALS

Date

[Appropriate way to address the Official(s)]:

[Address]

[City, Province, Postal Code]

Dear [Appropriate way to address the Official(s)]:

Re: _____

The [Name of Organization] cordially invites you to [Event Name] taking place at [Event Location], on [Month, Day, Year].

(Name of Organization) is (describe your history and mandate).

The City of White Rock supports (name of event) held on (date) at (location) however, the vision, creation and management is the responsibility of (Name of the Organization).

Write a brief description of the event any information about the event partners, donors, or entertainers.

Make sure to also include:

- Date, time, location, and purpose of the event
- Timeline/Agenda for the ceremony
- When/If the Official is required to speak and how much time is allotted to his/her speech
- VIP Parking (with map)

We hope you can come out to enjoy this [Informal/Formal] event. Please RSVP by [Month, Day, Year] to [First & Last Name], [Title] at XXX-XXX-XXXX or [Email].

Sincerely,

[First & Last Name]

[Title]

[Organization]