



MARKETING AND COMMUNICATIONS

TO: Council
DATE: June 14, 2022
FILE: N/A
SUBJECT: 2022 Dates of Significance

DIVISION: All
APPLICATION: N/A

POLICY DIRECTION:

County Proclamations Policy C-196 establishes a standard for proclamations and letters of recognition issued by Rocky View County in acknowledgment of campaigns, causes, events, individuals, organizations, or community groups of significance in the County.

EXECUTIVE SUMMARY:

Rocky View County is committed to supporting a wide variety of awareness campaigns. The 2022 dates of significance calendar is provided to Council for information on how the County will acknowledge and participate in matters of importance to our community.

ADMINISTRATION RECOMMENDATION:

Administration recommends approval in accordance with Option #1.

BACKGROUND:

A variety of days and weeks, from all levels of government, are regularly recognized within Rocky View County. An annual calendar has been developed to satisfy a need for a central guide. This allows for increased planning and support of these dates, resulting in more meaningful participation by the County.

The 2022 Dates of Significance will be reviewed and updated each year by Administration to ensure the County continues to recognize and bring awareness to matters of importance to our community. Organizations and individuals with regularly recurring dates of significance will not be required to contact the County each year seeking recognition but will instead be proactively reviewed by Administration. This will aid in streamlining the process while continuing to provide awareness.

Additional dates may be added throughout the year as needed in accordance with the County Proclamations Policy C-196 process.

Days of observance for faith communities are not generally recognized, except when County Hall closures occur in connection with statutory holidays (ie: Easter and Christmas). These dates will continue to receive awareness as they impact regular service delivery schedules.

Administration will develop campaigns, including messaging and designs, to recognize each date of significance using appropriate, relevant, and respectful themes.

Administration Resources

Candace Denison, Manager Marketing and Communications



BUDGET IMPLICATIONS:

There are no budget implications at this time.

STRATEGIC OBJECTIVES:

The 2022 Dates of Significance supports the strategic goals of creating a culture of customer service, and enhancing transparency and communication.

OPTIONS:

Option #1: THAT the 2022 Dates of Significance Calendar, as presented in Attachment 'A', be received for information.

Option #2: THAT alternative direction be provided.

Respectfully submitted,

Concurrence,

"Kent Robinson"

"Dorian Wandzura"

Executive Director
Corporate Services

Chief Administrative Officer

CD/ls

ATTACHMENTS:

ATTACHMENT 'A': 2022 Dates of Significance Calendar