



CORPORATE POLICY

DEPARTMENT:	Legislative Services
POLICY:	Proclamation and Flag Raising Policy
APPROVAL:	Council
EFFECTIVE DATE:	March 9, 2026

1. PURPOSE

The Town of Shelburne receives multiple requests for proclamations and flag raisings in recognition of dates of significance for community recognition. The purpose of this policy is to guide staff in communicating dates of significance internally and externally and provide guidelines to the community members and organizations who submit recognition requests for flag raisings and proclamations.

2. POLICY PRINCIPLES

Proclamations are issued by the Town to recognize public awareness campaigns, charitable fundraising campaigns, and arts and cultural celebrations of significance. These dates of significance will be based on diversity, equity and inclusion as well as social, religious and cultural observations. They will also include days of significance as recognized by the federal, provincial and county governments. A proclamation may recognize a particular day, week or month.

3. SCOPE

This policy applies to all proclamation and flag raising requests for a date of significance received by the Town of Shelburne.

4. POLICY OVERVIEW

4.1 Proclamations Procedure

Proclamations may be issued to recognize an interest in or relationship with the Town or its residents and that officially recognizes public awareness campaigns of organizations that reside/operate with the Town of Shelburne.



Eligibility Criteria

Proclamation requests must be submitted online via the [Town of Shelburne website](#) and shall meet all of the following criteria:

- Requests are to be made at least four (4) weeks in advance of the requested issuance date.
- Requests may only be made by an organization that resides, operates or provides services within the Town of Shelburne or within the County of Dufferin.
- Will be issued only in respect of activities that support residents of the Town of Shelburne or related events taking place in Town.
- Must provide background information about the organization, cause or event being proclaimed.
- Must demonstrate respect and tolerance for all residents.
- Must foster a sense of community.
- Support public awareness campaigns or honour special achievements of institutions, or organizations.

Proclamations will not be issued for the following:

- Political parties or political organizations. (Political organizations are defined as affiliate organizations or professional advocates to political parties. Examples can include advocacy groups, special interest groups or groups aimed at achieving clearly defined political goals, which typically benefit the interests of their members).
- Promotion of religious beliefs or religious events. (Cultural celebrations and heritage months will only be recognized on the Town's website and social media).
- National Independence Days or Republic Days.
- Shall not be used as a vehicle to attempt to influence government policy.
- Promotion of business or commercial enterprises, or a campaign to generate profit.
- If the intent is contrary to corporate policies or bylaws, or to defame the integrity of the Town of Shelburne.
- If the event or organization has no direct interest or relationship to the Town.

Additional Information

- All proclamations are issued at the discretion of the Mayor.
- An organization may request only one proclamation per year.



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- Repeat requests are to be submitted on an annual basis.
- Organizations do not have exclusive rights to the day, week or month being proclaimed.
- All proclamation texts are subject to approval and modification by the Town of Shelburne.

Application Process for Proclamations

- 1) Requests for proclamations must be submitted online via the [Town's website](#) at least 4 weeks in advance of an event. All requests must include the proposed wording of the proclamation and any supporting information.
- 2) The Clerk's office will review all requests in consultation with appropriate staff or departments, and if required make appropriate amendments to the wording of the proclamation which improves the structure and or intent of the requested proclamation.
- 3) Upon approval by Staff, proclamations will be issued by the Mayor, copied to all Members of Council and placed on the Town's website and official social media channels, included on a Council Agenda and Council Highlights.
- 4) Notification to the media and advertising is the sole responsibility of the applicant.

4.2 Flag Raising Requests Procedure

Displaying of Flags

Only the National Flag of Canada, the Provincial Flag of Ontario and the Town of Shelburne flag shall be flown on flagpoles owned and maintained by the Town of Shelburne where provisions for the display of such flags have been made. Flags must be flown, displayed and disposed of in a consistent and appropriate manner and are positioned in Order of Precedence in accordance with the [National Flag of Canada etiquette](#).

A community flagpole shall be located at Jack Downing Park and all flag raising requests are to be for the flagpole at Jack Downing Park. At NO time shall more than one (1) flag be flown on any pole at a time.

Eligibility Criteria

Flag Raising requests must be submitted online via the [Town of Shelburne website](#) and shall meet all of the following criteria:



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- Requests are to be made at least four (4) weeks in advance of the requested issuance date.
- Flags that celebrate a non-profit or charitable organizations public awareness events or campaigns that align with the Human Rights Code.
- May be accompanied by an approved proclamation and must be requested at the same time of the proclamation.
- Have a connection with the Town of Shelburne.
- Are non-commercial and non-partisan in nature.
- Align with the Town's bylaws and policies.
- Fosters a sense of community or have made a significant impact within the community.
- Demonstrate respect and acceptance for Shelburne residents.

Requests shall not be approved for the following:

- Political parties, organizations or candidates for election.
- Religious organizations or the celebration of religious events.
- Any purpose where the intent is contrary to Town policies or bylaws.
- Any purpose where the intent is to defame the integrity of the Town.
- An event or organization that has no direct relationship or will not benefit the Town.
- Espouses hatred, violence, racism, or offensive messages.

Additional Information

Flags will be raised at the community flagpole with the following conditions:

- Flag raisings are conducted Monday to Friday during regular business hours 8:30am to 4:30pm.
- Flag raisings cannot be booked more than 365 days in advance.
- Requests will be processed and confirmed on a first come first served basis.
- Flags will be raised and displayed for a maximum of one month when the flagpole is available, and no conflicting requests have been received.
- Groups or associations are required to provide the flag a minimum of one week, but no more than two weeks in advance of the date the flag is to be raised and are required to pick up the flag within two weeks of the flag raising period ending.



- The Clerk's Office will review all requests in accordance with Town policies and procedures in consultation with the appropriate staff, when required.
- The Clerk's Office will notify the operations staff of the flags to be raised and displayed as appropriate; and operations staff will be responsible for the raising and displaying of flags, as required.
- The Clerk's Office shall be responsible for the provision and coordination of the display of the flags on the courtesy flagpole at Jack Dowing Park.

Application Process for Flag Raisings

- 1) Requests for flag raisings must be submitted online via the [Town's website](#) at least 4 weeks in advance of an event. All requests must include the proposed date and time of the flag raising, the application must include any supporting information.
- 2) The Clerk's office will review all requests in consultation with appropriate staff or departments.
- 3) Upon approval by Staff, flag raisings will be acknowledged by the Mayor, copied to all Members of Council and placed on the Town's website and official social media channels, included on a Council Agenda and Council Highlights.
- 4) Notification to the media and advertising is the sole responsibility of the applicant.

Flying Flags at Half-Mast

The Town of Shelburne will follow the lead of the Federal and/or the Provincial government when lowering the flag. The Town of Shelburne will also additionally lower the flag upon the death of any of the current or former Mayor or member of Council. The Mayor, CAO or Clerk can authorize the lowering of flags to half-mast. If all flags are being lowered the National flag is to remain the highest on the pole.

Communication will be made by the CAO or their designate via email to all members of Council and Town staff notifying them of the reason for the lowering of the flags. For external communication, a posting of a standardized message on the Town's Website acknowledging the passing of the individual with the posting remaining in place consistent with the duration of the lowering of the flags.