

MEETING DATE: August 19, 2024

SUBMITTED BY: K. McNeill, Director - Communications and Marketing Services

PREPARED BY: K. McNeill, Director - Communications and Marketing Services

REPORT TITLE: Recognition Dates 2025

EXECUTIVE SUMMARY

In September of 2023, Council approved the criteria for selecting days of recognition, to support Administration in planning related activities according to the approved levels of service. This report identifies the recognition dates selected for 2025 in adherence with the selection criteria approved by Council.

BACKGROUND

There are a variety of dates¹ throughout the year that hold significance for members of our community. These dates may:

- be memorial in nature
- recognize historic moments
- align with religious celebration
- be recognized as statutory holidays by governments
- be designed to raise awareness about social issues
- be designed to recognize professions
- be designed to recognize/ bring awareness to disease or illness

The objective of recognizing and promoting selected special days, weeks and/or months is not only to demonstrate the values held by the City of Leduc but also to **create community connection, a sense of belonging, and to draw attention to important programs and services offered by the City.**

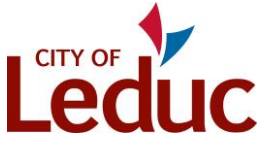
The recognition dates for 2025 were selected using the Council approved selection criteria:

A date or series of dates recognized by the City of Leduc will meet one or more of the following criteria:

- *The recognition date underscores the values identified in the Strategic Plan (e.g., equity, diversity, inclusion, social justice, environmental sustainability) **AND** the City has taken meaningful action based on those values. (this could be indirect support e.g., funding/supporting an outside agency); and/or*
- *The date marks important events, memorials, or milestones that directly connect to the City of Leduc; and/or*
- *The topic aligns with strategic priorities, operational priorities and/or ongoing programs and services provided by the City of Leduc. (e.g., Emergency Preparedness Week, Family Day) thus providing a promotional anchor.*

Notwithstanding the foregoing criteria, recognition shall uphold the principles of the Canadian Charter of Rights and Freedoms as well as the Alberta Human Rights Code. Recognition shall not be associated with private sector corporate marketing or social responsibility initiatives.

¹ <https://www.canada.ca/en/health-canada/services/calendar-health-promotion-days.html>
<https://www.canada.ca/en/canadian-heritage/services/important-commemorative-days.html>
<https://www.canada.ca/en/services/culture/events-celebrations-commemorations/commemorations.html>



COMMITTEE-OF-THE-WHOLE

The approach neither precludes Council from responding to community requests for recognition through official proclamation, nor prevents individual Council members from recognizing dates, causes, and issues that are of interest to them as political figures through their Council communication channels.

NEXT STEPS

Administration will proceed with planning for the 2025 dates, per the service levels identified for each date, unless directed otherwise by Council. The list of dates will be posted to Leduc.ca.

ATTACHMENTS

Recognition Dates 2025 Presentation

2025 List of Recognition Dates