



City of Camrose Council Policy

Council Attendance at Grand Openings

Approval Motion:	M398/22	Policy Number:	COMM 2.2.0
Approval Date:	September 26, 2022	Effective Date:	September 26, 2022
Date of Last Review:	September 26, 2022	Date of Next Review:	September 26, 2026

1. Purpose of Policy

- 1.1. In order to celebrate and support business development in the City of Camrose, the City offers a new business welcome program that provides new businesses with an opportunity to have Council attendance and official recognition of their Grand Opening. This Policy outlines the parameters for Council participation and official recognition of Grand Openings.

2. Definitions

- 2.1. “Business” means any business with a Business License from the City of Camrose.
- 2.2. “Business License” means an official license to operate a business in the City of Camrose.
- 2.3. “City of Camrose” means the municipality of the City of Camrose, a body corporate (“the City”) represented by the current elected Council and staff authorized to implement this Policy.
- 2.4. “City Manager” means the individual appointed by Council to the position of Chief Administrative Officer, as per the *Municipal Government Act*.
- 2.5. “Grand Opening” means a celebration hosted by a Business within 6 months of their opening.
- 2.6. “Recognition” means any activities undertaken by the City of Camrose to acknowledge the Grand Opening of a Business.
- 2.7. “Social Media” means any online participatory environment where users may upload content rather than a read-only environment, including, but not limited to, Facebook, Twitter, Instagram, YouTube, TikTok, etc.

2.8. "Website" means the City of Camrose's official website: www.camrose.ca.

3. Responsibilities

3.1. City Council to:

- 3.1.1. Assign, through the Mayor, a member of Council to attend a Grand Opening, at the request of a Business owner or operator, if possible;
- 3.1.2. Participate in a ribbon cutting; and
- 3.1.3. Utilize individual Councillor Social Media to Recognize the Grand Opening, if in attendance.

3.2. City Manager to:

- 3.2.1. Implement this Policy and establish Administrative Policies and Directives for carrying out the Policy;

4. Guidelines for Recognition

- 4.1. For a Business that has requested the Mayor or Council to attend their Grand Opening, the City will provide:
 - 4.1.1. A congratulatory plaque on behalf of the City;
 - 4.1.2. Large scissors for a ribbon cutting; and
 - 4.1.3. A photo opportunity with the Council Members in attendance.
- 4.2. The City will post photos of the Grand Opening on their Social Media channels, as appropriate.

5. Schedule for Review of Policy

- 5.1. This Policy shall be reviewed every four (4) years by City Council.

6. Scope

- 6.1. This Policy is applicable to all members of Council.
- 6.2. This Policy is not applicable to Home Based Business Licensed operations.

7. Reporting

- 7.1. None.

8. Appendices

- 8.1. None.

9. Supporting and Related Documents

- 9.1. None.