



The Corporation of the Town of Essex

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| Section: | Office of the CAO |
| Subject: | Ribbon Cutting and Ground-breaking Events |
| Policy Number: | 052 |
| Approval Date: | December 6, 2022 |
| Approved By: | |
| Prepared By: | Nelson Silveira, Manager, Economic Development |

Policy Statement

The Corporation of the Town of Essex is committed to recognizing and celebrating the contributions of businesses to the local economy and broader community. The Town is committed to demonstrating the value of these businesses to aid in attracting new investment to the municipality.

Purpose

The Ribbon Cutting and Ground-breaking Events Policy is intended to provide a fair and equitable distribution of Town resources to celebrate the opening of new businesses, new developments, and Town of Essex projects of a significant scale. This policy clearly outlines the staff members responsible for carrying out the ribbon cutting and ground-breaking events. The policy also defines the terms needed to carry out the policy, as well as describes how staff will work with local businesses and developers to organize the events.

Scope

This policy applies to the work of the Manager, Strategic Communications and Manager, Economic Development. The policy impacts the Mayor, Council and Chief Administrative Officer.

Definitions

A **ribbon cutting** refers to an event which celebrates the opening or significant expansion or renovation of a business within the Town of Essex. This event may consist of the following: public statements or remarks by the business owners and/or elected officials, a photograph opportunity for local media, and a cutting of a ribbon or pose with shovels to recognize the official opening or construction of a business or significant development.

A **ground-breaking** refers to an event which celebrates the beginning of construction of a new business or significant residential development within the Town of Essex. This event may consist of the following: public statements or remarks by the business owners and/or elected officials, a photograph opportunity for local media, and a symbolic ground-breaking ceremony to recognize the start of the construction phase of the business or significant residential development.

Significant expansion and **significant residential development** refer to developments which are deemed to be of notable importance to the Town of Essex.

Responsibility

The Chief Administrative Officer is responsible for ensuring compliance with this policy.

The Chief Administrative Officer will use his/her sole discretion to ascertain if a commercial expansion or residential development is deemed to be of significance to the Town of Essex to warrant a ribbon cutting or ground-breaking event. Reasons for an event that are not deemed significant include:

- Change of business ownership.
- Business anniversaries (unless determined to be significant by the CAO).
- Change of location that is not considered an expansion to business operations.

The Manager, Strategic Communications is responsible for the publication and promotion of ribbon cutting and ground-breaking events to the media and general public.

The Manager, Economic Development is responsible for providing information to business owners and developers regarding the policy and the opportunity to host Town-sponsored ribbon cutting and ground-breaking events. However while every reasonable effort will be made

to ensure that this information is provided to all business owners and developers who could benefit from this Policy, this policy also recognizes that businesses, developers and organizations are in a continual state of change and therefore, the Town of Essex and its Manager, Economic Development cannot guarantee the absolute correctness or currency of its information regarding all business owners and developers who could benefit from this Policy. It will ultimately be the responsibility of the business owners or developers to advise the Town of Essex as to an opening or significant expansion or renovation of a business and/or the beginning of construction of a new business or significant residential development within the Town of Essex.

Business owners and developers must request a ribbon cutting or ground-breaking ceremony by using the online form found on the Town of Essex website. The Manager, Economic Development will review all requests to determine eligibility with the Chief Administrative Officer as well as schedule a date and time for the event.

The Mayor of the Town of Essex is responsible for representing Council and bringing congratulations on behalf of the Town at ribbon cutting and ground-breaking events. The Deputy Mayor may also be designated to carry out the duties of the Mayor at the events.

Guidelines

Once notified by the business owner or developer, the Town will make every effort to arrange the events near the opening date of the businesses or the start of construction for new developments. If arrangements cannot be made to host an event, the Town may promote the new business/development via social media.

The Manager, Economic Development will act as the contact point between business owners/developers and Town administration to arrange the timing and location of the events. The Manager, Economic Development will also work with those owners/developers to draft content to be used in the promotions of the events. The Manager, Economic Development will also inform and invite Council, Administration, and relevant parties including but not limited to Business Improvement Areas and local Chamber of Commerce to the events.

The Manager, Strategic Communications will create the media advisory if warranted and/or promote events to members of the local media. The Manager, Strategic Communications (or a designate) will capture images during the event to be shared with the local media. The Manager, Strategic Communications will also post the images and information about the new business using the Town's social media accounts.

The Town reserves the right to decline ribbon cutting or ground-breaking events if the business or new development is deemed inappropriate for such events.

While the Town may, pursuant to this Policy, host or sponsor a ribbon cutting and/or ground-breaking event, no responsibility or liability can be or is assumed by the Corporation of the Town of Essex as a result thereof.

The purpose of this policy is merely to provide Town of Essex support for the opening or significant expansion or renovation of a business and/or the beginning of construction of a new business or significant residential development within the Town of Essex. Any Events held pursuant to this Policy do not constitute an official endorsement of any business and its business activities either now or in the future nor should the omission of any business or developer from Events pursuant to this Policy be construed as an unfavourable evaluation thereof.