



PROCLAMATIONS, COMMENDATIONS, AND CERTIFICATES OF RECOGNITION

PURPOSE

The purpose of this policy is to identify the authority, criteria, and procedure for the recognition of individuals, groups, organizations, businesses, special periods of observance, or special occasions through the issuance of proclamations, commendations, or certificates of recognition. All proclamations, commendations, and certificates of recognition are ceremonial documents.

POLICY

It is the policy of the City of Santa Clara (City) that requests for proclamations, commendations, or certificates of recognition shall be prepared in accordance with the adopted guidelines of this policy. In accordance with the City Charter, the Mayor shall be the official head of the City for all ceremonial purposes.

PROCLAMATIONS

It is the policy of the City that proclamations may be issued to honor or highlight a special period of observance (e.g., days, weeks, months), civic celebration, or recognition of a community, regional, state, or national occasion, and shall be made at the sole discretion of the Mayor in accordance with the criteria specified below:

1. The primary purpose of a proclamation is to give special recognition to issues, actions, and/or programs of significance to the citizens of Santa Clara.
2. Proclamations are issued to honor of special periods of observance (e.g., days, weeks, or months), civic celebrations, or community, regional, state, or national occasions to cover issues that have widespread community interest with a primary emphasis on requests in support of City Council's goals and objectives. Citizens may call or petition to have a proclamation prepared, or the City Council may request one.
3. Only proclamations dealing with local, county, or state issues that have a connection to the City will be processed. Proclamations must be consistent with the United States Constitution, the California State Constitution, the Santa Clara Municipal Code, and the various laws passed pursuant to those instruments.



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COMMENDATIONS

It is the policy of the City that commendations may be issued to individuals, groups, organizations, or businesses with a connection to the City for milestones or major achievements that have community-wide significance, and shall be issued at the sole discretion of the Mayor in accordance with the criteria specified below:

1. Commendations are issued to honor individuals, groups, organizations, or businesses with a connection to the City for milestones or major achievements that have significant importance to the Santa Clara community, such as:
 - a. Local sports teams or individual athletes for winning regional, state, and/or national titles;
 - b. Local schools or students for winning competitions, exhibitions, or championships at the state, national, and/or international level, or educators for receiving recognition at the regional, state, national, and/or international levels.
 - c. Santa Clara businesses or organizations upon the commemoration of a milestone anniversary;
 - d. Community groups or organizations, upon the commemoration of a milestone anniversary, whose work has benefited the City and/or Santa Clara residents; or
 - e. Recognition of Santa Clara residents on the occasion of their 100th birthday.
2. Upon request, commendations shall be issued to retiring City or Santa Clara Unified School District employees who have served for twenty years or more.

CERTIFICATES OF RECOGNITION

It is the policy of the City that certificates of recognition may be issued to individuals, groups, organizations, or businesses with a connection to the City for individual or group achievement, exceptional contributions to the Santa Clara community, or commemorative events or occasions, and shall be issued at the sole discretion of the Mayor in accordance with the criteria specified below:

1. Certificates of recognition are used to acknowledge individual or



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group achievement, contributions to the community, or to recognize a commemorative event or occasion, such as:

- a. Individuals, community groups, or organizations whose volunteer efforts and/or philanthropic works have benefitted the Santa Clara community and/or Santa Clara residents;
- b. Santa Clara students for academic achievement at the local or regional level (e.g., school valedictorian, placement at regional competitions or exhibitions);
- c. Individuals, community groups, or organizations for winning City competitions (e.g., Halloween Holiday Decorating Contest, Home Decorating Contest, etc.); or
- d. Local organizations or businesses for commemorative events or occasions in Santa Clara (e.g., ribbon cutting ceremonies, grand opening ceremonies, etc.).

PROCEDURE

PROCLAMATIONS

1. Proclamation requests should be addressed to the Office of Mayor and City Council and submitted at least fifteen (15) business days prior to the beginning of the proclaimed time period of observance for which the requester seeks such recognition, and may be faxed, mailed, emailed, or hand-delivered. Proclamation requests should include either a sample proclamation that can be used as a guide or provide sufficient information to assist the Executive Assistant to the Mayor and City Council in preparing the proclamation.
2. Proclamation requests should include:
 - a. Information and/or example(s) of how the request meets the proclamation criteria outlined in this policy;
 - b. Any background or historical information that will assist the Mayor in arriving at a decision;
 - c. An estimate of the number of residents of Santa Clara that belong to the group(s) which would be honored by such a proclamation;
 - d. Notable qualities or characteristics of the group(s) which would be honored by such a proclamation; and



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- e. Other information pertinent to the proclamation request.
3. All proclamations require approval of the Mayor; however, if the proclamation has been previously approved, it is likely considered as routine and will be prepared for the Mayor's signature. All first-time proclamation requests require the Mayor's approval before processing.
4. If the request meets the above-mentioned criteria and is approved by the Mayor, the Executive Assistant to the Mayor and City Council will prepare the proclamation for the Mayor's signature. If the proclamation is not being presented at a Council meeting or at an event by the Mayor or a Councilmember, the requester will be able to pick up the completed proclamation at Santa Clara City Hall or may request that the proclamation be mailed.
5. A report to Council (RTC) will be prepared annually by the Executive Assistant to the Mayor and City Council, listing all proclamations prepared during the calendar year. A copy of the RTC and proclamation attachments will be forwarded to the Local History Librarian.

COMMENDATIONS

1. Commendation requests should be addressed to the Office of Mayor and City Council and submitted at least fifteen (15) business days in advance of the date the commendation is requested for, and may be faxed, mailed, emailed, or hand-delivered.
2. Commendation requests should include:
 - a. Information and/or example(s) of how the request meets the commendation criteria outlined in this policy;
 - b. Any background or historical information that will assist the Mayor in arriving at a decision; and
 - c. Other information pertinent to the commendation request.
3. If the request meets the above-mentioned criteria and is approved by the Mayor, the Executive Assistant to the Mayor and City Council will prepare the commendation for the Mayor's signature.
4. If the commendation is not being presented at a Council meeting or at an event by the Mayor or a Councilmember, the requester will be



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able to pick up the completed commendation at Santa Clara City Hall or may request that the commendation be mailed.

5. A RTC will be prepared annually by the Executive Assistant to the Mayor and City Council, listing all retirement commendations issued to 20+ year City and/or Santa Clara Unified School District retirees during the calendar year and with copies of the retirement commendations attached. A copy of the RTC and commendation attachments will be forwarded to the Local History Librarian.

CERTIFICATES OF RECOGNITION

1. Certificate of recognition requests should be addressed to the Office of the Mayor and City Council and submitted at least fifteen (15) business days in advance of the date the certificate is requested for, and may be faxed, mailed, emailed, or hand-delivered.
2. Certificate of recognition requests should include:
 - a. Information and/or example(s) of how the request meets the certificates of recognition criteria outlined in this policy;
 - b. Any background or historical information that will assist the Mayor in arriving at a decision; and
 - c. Other information pertinent to the certificate of recognition request.
3. If the request meets the above-mentioned criteria and is approved by the Mayor, the Executive Assistant to the Mayor and City Council will prepare the certificate of recognition for the Mayor's signature.
4. If the certificate or recognition is not being presented at a Council meeting or at an event by the Mayor or a Councilmember, the requester will be able to pick up the completed certificate of recognition at Santa Clara City Hall or may request that the certificate of recognition be mailed.