

TO:	CHAIR AND MEMBERS CORPORATE SERVICES COMMITTEE MEETING AUGUST 10, 2020
FROM:	CATHY SAUNDERS CITY CLERK
SUBJECT:	APPLICATION – ISSUANCE OF PROCLAMATION TERRY FOX RUN LONDON

RECOMMENDATION

That, the Civic Administration BE ADVISED as to how Municipal Council wishes to proceed with the attached (Appendix “A”) Proclamation request.

PREVIOUS REPORTS PERTINENT TO THIS MATTER

Corporate Services Committee – December 3, 2019
Corporate Services Committee – January 6, 2020

BACKGROUND

The Issuance of Proclamations Policy is attached as Schedule “A” for information purposes.

CONCLUSION

The Civic Administration is seeking direction from the Municipal Council as to how they wish to proceed with the attached (Appendix “A”) proclamation request received on July 7, 2020 from Terry Fox Run London requesting the week of September 13 – 20, 2020 be proclaimed “Terry Fox Week”.

The following sets out the review process for Applications for proclamations:

- The cause or event must contribute to the economic, social and cultural fabric of the City of London
- Proclamations will not be issued for the following:
 - i. Matters of political controversy, ideological or religious beliefs or individual conviction
 - ii. Events or organizations with no direct connection to the city
 - iii. Campaigns or events contrary to City of London policies or by-laws
 - iv. National, Independence or Republic Days
 - v. Campaigns or events intended for profit-making purposes
 - vi. Recognition of individuals
 - vii. Recognition of events or organizations that espouse discrimination, hatred, violence or racism
 - viii. Matters attempting to influence government policy
 - ix. Matters designed to incite hatred or disorder

The Civic Administration is seeking direction from Municipal Council with respect to this matter.

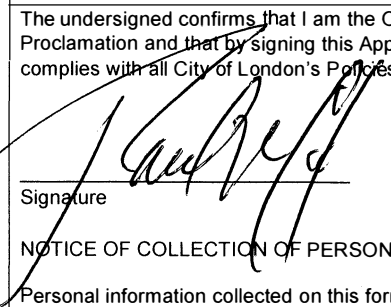
SUBMITTED BY:
CATHY SAUNDERS CITY CLERK

Appendix "A"

Proclamation Request Form

Requests for the issuance of proclamations are governed by Council Policy (excerpted below). Requests must be received at least six (6) weeks in advance of the requested issuance date and may be emailed to the City Clerk at ClerksApprovalRequests@london.ca or mailed to City Hall, P.O. Box 5035 LONDON, ON, N6A 4L9.

Request details

Name of Organization <i>Terry Fox Run London</i>	
Date Proclamation Required <i>September 13 to 20, 2020</i>	
Proclamation Name <i>Terry Fox Week</i>	
Proclamation Type (day), (week), (month) <i>week</i>	
Category (public awareness campaigns), (charitable fundraising campaigns), (arts and cultural celebrations) <i>charitable fundraising campaign</i>	
Requester Name <i>Paul Cox</i>	
Requester Telephone Number	
Requester Email Address <i>terryfoxrunlondon@gmail.com</i>	
Required Supporting Documents <ul style="list-style-type: none">• Detail information on the Organization• Detail information on the Event• Confirmation of authorization from the Organization to submit the request	
The undersigned confirms that I am the Official Representative of the Organization requesting the Proclamation and that by signing this Application, I acknowledge and agree that my organization complies with all City of London's Policies and By-laws.	
 Signature	<i>July 7, 2020</i> Date
NOTICE OF COLLECTION OF PERSONAL INFORMATION	
Personal information collected on this form is collected under the authority of the <i>Municipal Act, 2001, S.O. 2001, c. 25</i> and may also be used for purposes related to the Issuance of Proclamations Policy and Proclamation Request Form. Questions about this collection should be addressed to the City Clerk, 3rd floor, City Hall, 300 Dufferin Ave., London, ON N6A 4L9. Tel: 519-661-2489, ext. 4937, email: csaunder@london.ca	

Because 2020 is the 40th anniversary of Terry Fox's Marathon of Hope, the organizing committee of the London Terry Fox Run (Terry Fox Run London, or TFRL) would like to have this special anniversary acknowledged by having the city declare the week of September 13 to 20 "Terry Fox Week" (to include the day of the 40th Annual Terry Fox Run, Sunday, September 20).

As requested by the application form, we suggest the following wording for the declaration:

"In recognition of the important contribution of Terry Fox to the fight against cancer, the special connections that Terry Fox has with the city of London, and the 40th anniversary of Terry Fox's Marathon of Hope, the City of London hereby declares the week of September 13th to September 20th Terry Fox Week."

Detailed information on the Organization:

The Terry Fox Run has been held annually in London, across Canada, and around the world since 1981, following Terry Fox's passing as a result of cancer. His legacy continues to inspire people of all ages and backgrounds to contribute in many different ways to raise funds to support cancer research. The Terry Fox Run and the money raised by this event is administered by the Terry Fox Foundation, details of which can be found on the website <https://terryfox.org/>. The organizing committee of the London Terry Fox Run (Terry Fox Run London, or TFRL) works year-round to organize the local Run at Springbank Gardens. Terry Fox Runs are also held at Western University and at most elementary and secondary schools in each of the London school boards.

Terry Fox, one of the best-known Canadians of all time, also has several unique connections with the city of London and area. Terry is the youngest inductee of the Canadian Medical Hall of Fame, which is located in London. Terry Fox's Marathon of Hope was named, sanctioned, and organized in large part by the late Mr. Ron Calhoun, Special Events Coordinator for the Canadian Cancer Society, in response to a letter from Terry Fox. Terry's run was documented in photographs by Mr. Bill Vigars, and both gentlemen were natives of St. Thomas. Because of these ties to our area, Terry Fox went out of his way to run to London to address a crowd of followers and admirers at Victoria Park on July 17, 1980. Upon Terry's tragic passing in 1981, as a commemorative "Terry Fox Run" was being organized on a national basis, popular Londoner and former city councillor, the late Ted Wernham, organized the first Terry Fox Run in London that year, and there has been a Run held in the city every year since, raising more than \$3.5 million for cancer research (this is complemented by the UWO and school Runs, which have also contributed more than \$3 million to this cause).

TFRL is working closely with the City of London in designing and erecting signage along Dundas and Richmond Streets to commemorate the route that Terry Fox ran on the day that he visited London ("Terry Fox Route 1980") and addressed thousands at Victoria Park.

Detailed information on the Event:

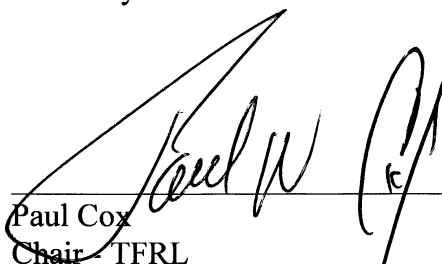
The Terry Fox Run is organized totally by volunteers, without corporate sponsorship (a guideline set forth by Terry Fox himself), although numerous London businesses freely donate services and food to help make the Run a successful family event. In a normal year, the "Run" is open to almost any type of locomotion, barring motorized vehicles. Participants can walk, run, bicycle, roller-blade, wheel a wheel-chair, or ride in a stroller on the totally accessible route, covering distances of 2 km, 5 km, or 10 km. There is no entry fee, and no requirement for minimum funds raised. All money raised goes directly to the Terry Fox Foundation to support cancer research. The Run site, Springbank Gardens, is rented for the day from the City of London, using private money. However, this year, owing to the pandemic, the Terry Fox Run is being held virtually.

As authorized representatives of Terry Fox Run London (TFRL), we hereby submit this request on behalf of the organizing committee of the 2020 London Terry Fox Run.

Respectfully,



Peter J. Ferguson
Member - TFRL



Paul Cox
Chair - TFRL



Issuance of Proclamations Policy

Policy Name: Issuance of Proclamations Policy

Legislative History: Adopted September 19, 2017 (By-law No. CPOL.-115-367); Amended July 24, 2018 (By-law No. CPOL.-115(a)-418)

Last Review Date: January 6, 2020

Service Area Lead: City Clerk

1. Policy Statement

1.1 This policy sets out the requirements for the issuance of proclamations.

2. Definitions

2.1 Not applicable.

3. Applicability

3.1 This policy shall apply to any request for the issuance of proclamations on behalf of the City of London.

4. The Policy

4.1. Proclamations are ceremonial documents issued and signed by the Mayor on behalf of City of London Council that officially recognizes public awareness campaigns; charitable fundraising campaigns; and arts and cultural celebrations of organizations that reside/operate within the City of London. The requester must clearly identify the significance and connection of the proclamation to the mandate and goals as set out in the City of London's Strategic Plan. A proclamation does not constitute a personal or civic endorsement.

Application Process

- a) Proclamations requests are to be submitted on the City of London Application form to the City Clerk's Office at least six (6) weeks in advance of the requested issuance date.
- b) The Application must provide sufficient background information about the organization, cause or event being proclaimed and the proposed text for inclusion in the proclamation. The proposed text is subject to approval by the City of London to ensure compliance with City of London's policies and by-laws.
- c) Upon receipt of the Application, the City Clerk's Office will review the Application in accordance with this Policy and if the Application appears to be in compliance with the Policy, the Application will be placed on the next available Corporate Services Committee meeting for consideration.
- d) The Corporate Services Committee will review the Application and provide a recommendation to the Municipal Council for consideration with respect to the disposition of the Applications.

Administration of Policy:

- e) The cause or event must contribute to the economic, social and cultural fabric of the City of London.
- f) Repeat requests must be submitted on an annual basis.
- g) An organization may request one proclamation per calendar year.
- h) Organization do not have exclusive rights to the day, week, or month being proclaimed.
- i) Proclamations of a similar topic will be issued on a first come first served basis.
- j) The City of London will not incur any expenses relating to the advertising or promotion of a proclamation. Recipients are responsible for the promotion of the proclamation, organization of related activities and for all associated costs.
- k) Proclamations will not be issued for:
 - Matters of political controversy, ideological or religious beliefs or individual conviction.
 - Events or organizations with no direct connection to the City of London.
 - Campaigns or events contrary to City of London policies or by-laws.
 - National, Independence or Republic Days.
 - Campaign or events intended for profit-making purposes.
 - Recognition of individuals.
 - Recognition of events or organizations that espouse discrimination, hatred, violence or racism.
 - Matters attempting to influence government policy.
 - Matters designed to incite hatred or disorder.
- l) The City of London reserves the right to refuse to issue a proclamation.