

Subject: Procedures for Ceremonial Documents	Policy No: 110-4	Date: January 23, 2024
	Resolution No: 2024-04	Page 1 of 2

**PURPOSE**

The purpose of this policy is to establish guidelines for the issuance of ceremonial documents including proclamations and certificates of appreciation/recognition.

**POLICY**

**A. Requests for Recognition Criteria:**

The City of Brentwood will consider a request for a proclamation or certificate of appreciation/recognition from any group or individual, as long as the request has some type of local relevance and/or promotes activities taking place in the City of Brentwood. All requests are subject to approval by and prepared on behalf of the Mayor or the Mayor’s designee. The general criteria for the issuance of these types of recognition are:

1. Issues with widespread community interest or concern, with a primary emphasis on requests that are in support of City Council goals and objectives;
2. Recognition of a local, civic organization, group or individual achieving outstanding or significant accomplishments
3. Acknowledgment of significant events or celebrations.

**B. Ceremonial Documents:**

**1. Certificates**

*Certificates of Appreciation/Recognition* may be issued for the following (not an exhaustive list):

- Heroism
- Eagle Scout achievement
- School or sports groups achievements
- Non-profit corporations
- Retirements
- Individuals or groups who have made significant contributions to the community

Information required: A summary of the achievement or an overview of the years of service or specific contribution to the community.

**2. Proclamations – The City Council will adopt an annual calendar of proclamations each year.**

*Proclamations* may be issued for the following (not an exhaustive list):

- Brentwood civic celebrations
- Brentwood organizations contributing to the economic development of the City
- Issues with widespread Brentwood community interest with a primary emphasis on requests in support of City Council’s goals and objectives
- Significant Brentwood community based events
- Significant anniversaries of City of Brentwood based institutions, corporations, community partners, and non-profit organizations
- Fundraisers benefiting the citizens of Brentwood

Information required: A brief history of the organization or a description of the purpose, goals, motto or theme of the event is required to complete the proclamation. If funds are to be raised, who will benefit from the event, and what will take place during the time of celebration/recognition, including dates and times.

## COUNCIL/ADMINISTRATIVE POLICY

Subject: Procedures for Ceremonial Documents	Policy No: 110-4	Date: January 23, 2024
	Resolution No: 2024-04	Page 2 of 2

All proclamations considered by the Mayor and the City Manager’s Office will be placed on a City Council agenda. Routine proclamations will be placed on the Consent Calendar, and in the event a recipient is present, these items can be pulled from the Consent Calendar to allow the recipient a brief statement related to the proclamation.

All Proclamations will be placed on the Consent Calendar portion of the agenda. Should the Proclamation be removed from the Consent Calendar to recognize a specific person or organization, the Council Member who requested the proclamation be removed from the Consent Calendar will read and present the proclamation. Should multiple Council Members request to present the proclamation, it will be presented and read by the Mayor.

When appropriate, the City’s social media channels may be used to inform the public of the proclamation.

**C. Receiving Requests:**

To start the ceremonial document process an individual or organization must first submit a written request. Written requests should be sent to the attention of the Mayor on the standard application. Requests received will be administered by the City Manager’s Office and the City Clerk Division and approved by the Mayor.

**All requests must be received at least fifteen (15) business days prior to the event to the address listed on the Request for Ceremonial Documents Form.**

All requests will go through an internal review and approval process. The Mayor and the City Manager’s Office reserves the right to determine the appropriateness and the type of document to be issued based on the information provided by the requesting individual and/or organization. Submission of a request, does not guarantee the issuance of a ceremonial document.

All requests must include the name and daytime phone number of the contact person.

Submitting a draft with your request of the document desired will expedite the process considerably.

Please specify whether the document should be mailed, held for pick-up, or presented at a special event or City Council meeting. Documents will be presented at special events pending the availability of the Mayor, his/her designee or other city officials to honor such requests. Presentation at a specific City Council meeting must be approved in advance by the City Manager or his/her designee.

Only one ceremonial document will be issued per event.

**D. Other Types of Presentations:** The City will also, on occasion, issue other types of formal recognition, including plaques at special events, or a Key to the City as determined by the issuing official. The City Manager’s Office will be responsible for the coordination of these events.



## REQUEST FOR CEREMONIAL DOCUMENT

CAREFULLY READ THE FOLLOWING GUIDELINES BEFORE COMPLETING THE REQUEST FORM

- All requests go through an internal review and approval process.
- Submitting a draft and/or background for the document requested will expedite the process.
- Email the request **AT LEAST FIFTEEN (15) DAYS PRIOR TO THE MEETING OR EVENT to:**

City of Brentwood  
c/o City Clerk's Division  
150 City Park Way  
Brentwood, CA 94513

[cityclerk@brentwoodca.gov](mailto:cityclerk@brentwoodca.gov)

- One contact person per request
- Documents will remain available for pick-up with the City Clerk for thirty (30) days after the event date. After thirty (30) days the document will be destroyed.
- Submission of a request does not guarantee the issuance of a ceremonial document.

PLEASE PRINT LEGIBLY AFTER READING THE GUIDELINES ABOVE

Contact Person \_\_\_\_\_ Telephone Number \_\_\_\_\_

Email Address \_\_\_\_\_

Person/Organization Recognized \_\_\_\_\_

Event/Occasion \_\_\_\_\_

Does the person reside or is the organization located in Brentwood? \_\_\_\_\_

Will the event or occasion be held in Brentwood? \_\_\_\_\_

Today's Date \_\_\_\_\_ Date of Event/Occasion \_\_\_\_\_

Highlights of Person/Organization Recognized (A biographical sketch of the individual including his/her involvement in the community, or a description of the organization and how it impacts the community is required. Please use the back of this sheet or a separate attachment if you need additional space)

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Please select one of the options listed below:

\_\_\_\_\_ When my ceremonial document is completed, please mail it to the following:

Name: \_\_\_\_\_

OR

\_\_\_\_\_ When my ceremonial document is Completed, please call for pick-up:

Address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Name: \_\_\_\_\_

Telephone #: \_\_\_\_\_