Winnipeg

CITY OF WINNIPEG POLICY NO. CO-022

POLICY TITLE	**ADOPTED BY**	**EFFECTIVE DATE**
Esplanade Riel and Winnipeg Sign Lighting Policy	City Council	September 22, 2022
ORIGIN / AUTHORITY	**CITY POLICY NO**	**MOST RECENT CONSOLIDATION**
Council	CO-022	

1. Purpose:

The purpose of this Policy is to ensure all specialty lighting requests for Esplanade Riel and the illuminated Winnipeg Sign located at The Forks are submitted in a standardized process and that the guidelines of acceptance, denial, or changes that may be made to the request are clear to both internal and external stakeholders.

2. Definitions:

2.1 "Customer Service & Communications Department" means the department of the City given responsibility by the Chief Administrative Officer for administering this Policy;

2.2 "Director of Customer Service & Communications" means the head of the Customer Service and Communications Department;

2.3 "specialty lighting request" means a request submitted by an internal or external stakeholder to change the colour of the lights on Esplanade Riel and/or the Winnipeg Sign.

3. Esplanade Riel and Winnipeg Sign Lighting Policy

Esplanade Riel is a signature piece of the Winnipeg skyline, and it is recognized that specialty lighting will be highly visible and a reflection of the entire City. The Winnipeg Sign has also become a celebrated local landmark, often appearing in tourism imagery for the City. Specialty lighting of Esplanade Riel and the Winnipeg Sign should reflect, celebrate, and build community spirit. Esplanade Riel and the Winnipeg Sign are also a symbols of pride for Winnipeg, and part of representing our City to national and international audiences.

3.1 Guidelines

3.1.A. Applications for specialty lighting must be received a minimum of three weeks prior to the requested date of lighting.

3.1.B. Requests for the following calendar year are considered starting in November of the previous year (Example: 2023 requests will be considered in November 2022). Subject to this Policy, applications are considered on a case-by-case, first come, first served basis.

3.1.C. City functions or large-scale public events (ie. Canada Summer Games, Royal Wedding) may take priority over other requests.

3.1.D. Priority will be given to significant recognized Canadian dates including:

- New Year's Eve – multi-colour program (pre-programmed)
- Canada Day - red and white program (pre-programmed)
- National Day for Truth and Reconciliation – orange (pre-programmed)
- Remembrance Day – red (pre-programmed)

3.1.E. Successful requests must have been submitted by not-for-profit organizations or must be community-oriented and support either:

- An event or cause of national or international significance,
- A local festival or event that positively impacts local community spirit, or
- A local, national or international awareness issue that builds community.

3.1.F. Tributes or memorials for well-known local, provincial, or national figures or service members will follow/complement:

- Recognized/existing City of Winnipeg Protocol, or
- Council or Chief Administrative Officer direction

3.1.G. Provincial, national, or international tragedies or celebrations will be recognized based on direction from the City of Winnipeg Protocol Office in consultation with Provincial and Federal Protocol Offices.

3.1.H. Requests may be used to acknowledge and welcome significant visiting dignitaries hosted by the City of Winnipeg.

3.1.I. Requests that do not merit public support, have a significant risk of polarizing the community, or are mainly personal, private, political, or commercial in nature will be refused. These include protesting or dissenting voices on current municipal, provincial or federal legislation.

3.1.J. Local professional sports teams may be recognized on the date of their season opener, playoff games, and league championship/finals including:

- NHL Winnipeg Jets,
- CFL Winnipeg Blue Bombers,
- AHL Manitoba Moose,
- American Association Winnipeg Goldeyes, and
- CPL Valour Football Club

3.2 Procedures

3.2.A. All specialty lighting requests must be submitted via online form located on the City of Winnipeg website.

3.2.B. Before any requests are approved for the following calendar year, the Customer Service & Communications Department will input all City of Winnipeg sponsor/partner related requests as well as public holidays (eg: National Day for Truth and Reconciliation, Remembrance Day, New Years, significant faith celebrations, etc.).

3.2.C. Once a request has been approved, the Customer Service & Communications Department will advise the requestor on the status of the specialty lighting request. If a specialty lighting request has been denied or requires modification, the Customer Service & Communications Department will contact the requestor. If modifications are agreed to by both parties, the request will be put into the Specialty Lighting Calendar. An approved request will be honoured subject to a change caused by an emergent event as outlined below.

3.2.D. In the event no specialty lighting request has been received for any particular date, the Customer Service & Communications Department will light Esplanade Riel in a colour of their choice.

3.2.E. Whether or not a specialty lighting request has been approved for that night, Esplanade Riel lights shall be lit starting at astronomical sunset and will remain on until astronomical sunrise. If approved for that night, specialty lighting will occur between sunset and midnight, unless otherwise approved.

3.2.F. Whether or not a specialty lighting request has been approved for that date on Esplanade Riel, a daily dynamic light show will be programmed to play for 10-minutes every hour, on the hour, from sunset until midnight, with the last show running from midnight until 12:10 a.m. If a specialty lighting request has been approved for that date, the dynamic light show will be programmed in a colour that complements and enhances any pre-programmed specialty lighting request approved for that date.

3.3 Emergent Events

3.3.A. Occasionally there are events of local, provincial, national or international significance that require Esplanade Riel and the Winnipeg Sign to be lit. These emergent events could include anything from natural disasters or the passing of a significant local, provincial, or national figure to a celebration or a tribute to an individual of importance.

3.3.B. When an emergent event occurs and discussion around lighting the bridge and sign are initiated, the Customer Service & Communications Department will work with the City of Winnipeg Protocol Office to ensure agreement and messaging around the emergent lighting.

3.3.C. In the event of an emergent event, any pre-programmed specialty lighting request may be pre-empted. The Customer Service & Communications Department will reach out to the applicant, and work to find an alternative date to schedule the specialty lighting, if possible.

4. Responsibilities

4.1 Director of Customer Service & Communications

The position responsible to administer this policy is the Director of Customer Service & Communications, including ongoing, regular reviews of this policy.

The Customer Service & Communications Department will be responsible for:

- Intake of specialty lighting requests
- Responding to specialty lighting requests
- Decisions on approving, denying, or requesting changes to a specialty lighting request
- Programming of all lighting on Esplanade Riel and the Winnipeg Sign, include specialty lighting requests

4.2 Bridge Planning & Operations Engineer

This position will be responsible for maintaining the operation of all lights on Esplanade Riel, including any required repairs or modifications. They will also be responsible for maintaining all the necessary equipment and technology required to operate the specialty lighting program for Esplanade Riel.

4.3 Manager of Protocol

This position will be responsible for advising on protocol related to emergent events. They may also be consulted on other specialty lighting requests, as determined by the Director, Customer Service & Communications.