



ADMINISTRATIVE REGULATION

OFFICE OF THE CITY MANAGER

Number	512
Responsible Department	City Manager's Office
Established/Effective Date	July 30, 2023
Latest Revision Date	July 30, 2023
Next Review & Reauthorization Date	July 30, 2025

SUBJECT: Procedures for Proclamations and Certificates

1. **Purpose:** This Administrative Regulation (AR) is established to standardize guidelines for the issuance and management of Proclamations, Commendations, and Certificates by the City of Huntington Beach.
2. **Authority:** Sections 305 and 401 of the Huntington Beach City Charter.
3. **Application:** All employees and elected and appointed officials.
4. **Policy:**
 - 4.1. **Requestors:** The Mayor is the official head of the City for all ceremonial purposes and issues all proclamations, certificates, and awards (Section 305 of the City Charter). As such, the Mayor provides direction to City staff to initiate and issue Proclamations and other recognition in various forms described below.

Any member of the City Council, City Manager, or City employees via Department Head may make recommendations to the Mayor for recognition in a written memo **at least 4 weeks** prior to the date of the City Council meeting or event where such recognition is to be made.

 - 4.1.1. The Mayor's Spotlight Awards Program provides a monthly opportunity for the Mayor to identify, highlight, and recognize individuals, groups, or businesses who are contributing positively to the City of Huntington Beach, along with celebrating the opening or anniversaries of businesses.
 - 4.1.2. The public may submit their request for recognition via online form (Attachment 1: [Proclamation/Certificate Request Form](#)) **at least 4 weeks** in advance to the date of event. Such request may be also made in person at the Civic Center, 4th Floor. The requestor will be notified by the Office of Communications on the status of the request.
 - 4.1.3. Any requests for Proclamations, Commendations and/or Certificates of Recognition by the City must be forwarded to the Mayor via the Office of Communications.



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- 4.1.4. The issuance is at the Mayor's discretion and the City is not obligated to accommodate all the requests.
- 4.1.5. In absence of the Mayor, the Mayor Pro Tem or designee may sign and present proclamations, certificates, and awards.
- 4.2. Proclamations:** An official declaration by the City Council of Huntington Beach used to designate day(s), week(s), or month(s) for a specific purpose. Some examples are, "National Public Works Week", "Fire Prevention Week", "National Bike Safety Month", "Parks Make Life Better Month", "Orange County Hunger Awareness Month," "National Women's History Month" etc.
- 4.2.1. The Mayor or City Council may agendaize proclamations at a City Council meeting.
- 4.2.2. The issuance of Proclamations shall not be done without the City Council's approval.
- 4.3. Certificate of Recognition:** A certificate that serves to recognize a group or individual's achievement on behalf of the community, or those who made significant contributions to the City. It can be also labeled and used interchangeably as Certificates of Appreciation. Some examples include organized sporting teams, youth Scouting organizations, and other similar events.
- 4.3.1. This is distinguished from Certificate of Completion in that Certificate of Completion may be issued by Department Heads and given to individuals who successfully completed the City-sponsored training or programs (e.g., CERT, Citizens Academy graduates).
- 4.3.2. Certificate of Appreciation may be issued by the Mayor to outgoing members of Boards, Commissions, and Committees delivered by staff liaisons of each staffing department.
- 4.3.3. At the City's discretion, the City may issue a Certificate for retirements, birthdays (over 100, for example), and other significant milestone celebrations for residents or workers within Huntington Beach.
- 4.4. Certificate of Commendation:** A commendation declares appreciation for an act or service that contributes to the betterment of the Huntington Beach community. Commendations may be issued to:
- 4.4.1. Individuals, groups, organizations or businesses who have performed exceptional services within the City and/or elevate the City's standing through their exceptional achievement on behalf of the community. This Certificate serves to highlight achievement on a level beyond the Certificate of Recognition and/or those who made major contributions to the City. Some examples include such as winning a state-level competition.



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- 4.4.2. Local businesses or companies for their significant events (grand openings, ribbon cutting, etc.).
- 4.4.3. Outstanding acts of bravery during a crisis.
- 4.4.4. City of Huntington Beach staff awards.
- 4.5. City Seal Title Plaques:** The City Seal Tile Plaque is a means of recognizing highest achievement of the highest level and/or significant service to the City by City staff and/or elected officials. The City Seal Tile Plaque may be issued to:
 - 4.5.1. Visiting dignitaries from other countries or states on official business (e.g. Sister City).
 - 4.5.2. Individuals or groups to recognize achievement at the national or international level.
- 4.6. Exclusions:** Proclamations, Commendations and Certificates are not issued for religious observances or non-local recognitions. They cannot be issued for endorsing political campaigns and advertisement purposes for personal gain.
- 4.7. Presentation:** All Proclamations, Certificates and Plaques shall be presented at a monthly City-hosted event, unless directed otherwise by the Mayor to present at a City Council meeting or any other City functions. Such events shall be photographed or filmed by the Office of Communications.
 - 4.7.1. Those presented at a City Council meeting shall be framed. Unless specified by the Mayor, the City Manager's Office shall determine which ones are to be framed.
 - 4.7.2. Certificates may be mailed out to recipients per request.
- 4.8. Council Approval:** While Proclamations require City Council approval, the issuance of Certificates does not require City Council approval.
- 4.9. Record-Keeping:** All Proclamations shall include the name of recipient(s) and date of issuance and a scanned copy of fully executed versions shall be recorded by the City Clerk's Office. The Office of Communications shall keep a record of information for issued Proclamations, Certificates, and City Title Seal Plaques including the date of issuance and name of the recipient(s).
- 4.10. Awards Presented to the City by Outside Agencies:** If the City and/or its departments are awarded by outside agencies, such information shall be reported to the City Manager's Office/Office of Communications who may then distribute a citywide communication. The Mayor, the City Manager, and/or Department Head (in order) shall be invited to receive such recognition on behalf of the City at the awarding agency's events.

5. Responsibilities:



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5.1. The City Manager's Office shall be responsible for managing the timely issuance of Proclamations and Certificates and placing on a City Council meeting agenda when necessary.

5.1.1. The Senior Assistant to the City Council (Council Assistant hereafter) shall assist the Office of Communications in coordinating with requestors and creating Proclamations and Certificates in a timely manner and maintain proper records.

5.1.2. The Office of Communications shall be responsible for organizing a monthly event with the Mayor or designee to present Proclamations and Certificates to designated recipients. In case recipient or requestors cannot attend the event, this office shall ensure that all the Certificates are delivered to the requesters or recipients.

5.1.3. In all instances, the Office of Communications, in collaboration with the Council Assistant, shall obtain any necessary information and conduct basic due diligence on the requestors/recipients (e.g., proof of nonprofit status) to ensure that the origin and legitimacy of the request for a Certificate or Proclamation.

5.2. The City Clerk's Office shall be responsible for keeping records of all the proclamations in coordination with the Office of Communications.

6. Procedures:

6.1. Proclamations:

6.1.1. Proclamations may be proposed (per Section 4.1 above).

6.1.2. After the form is completed, it will be sent to the City Manager's Office for agenda preparation.

6.1.3. In the case of the Mayor or City Council members, they may agendize proclamations at a City Council meeting.

6.1.4. Upon agenda placement, a Proclamation may only be passed through a majority City Council vote.

6.2. Certificate of Commendation or Recognition:

6.2.1. Certificates of Commendation may be requested via an online form.

6.2.2. The completed online form is sent to the Office of Communications, who will ensure all information is accurate, and will create the Certificate of Commendation.

6.2.3. The Certificate should be given to the requestor through mail or in-person pickup.

Attachment:

1. [Proclamation/Certificate Request Form](#)



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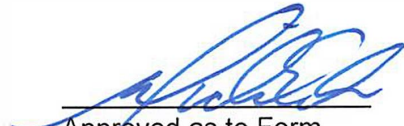
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Distribution:

All employees may access the Administrative Regulations via the [SurfNet](#) or City website: www.huntingtonbeachca.gov/AR


Assistant City Manager
Initiating Department


Al Zelinka
City Manager


Approved as to Form
Michael Gates, City Attorney

Review Schedule

REVIEW DATE	DEPT. HEAD INITIAL	CITY MANAGER SIGNATURE



CITY OF HUNTINGTON BEACH CITY COUNCIL OFFICE PROCLAMATION/CERTIFICATE REQUEST FORM

Please submit your request **at least 4 weeks in advance of the date** that the document is needed. It may take up to two City Council meetings before a proclamation may be presented to an individual or an organization due to the Brown Act requirements. As such, individuals and organizations are encouraged to submit their requests as early as possible for consideration.

All requests will be reviewed individually and the Mayor and City Manager's Office will work together to handle each request. Depending on the request, the Mayor and City Manager's Office may edit/modify submitted wording for proclamations/certificates if necessary. Mayoral approval is required for each certificate, and City Council approval is required to issue a proclamation.

For more information about the City's policy, please refer to Administrative Regulation (AR) 512.

[] I have read and agree to the terms and conditions outlined here.

Requestor:

Last Name: _____ **First Name:** _____

Phone: _____ **Email:** _____

Mailing Address: _____ **City:** _____ **ZIP:** _____

Organization (If Applicable): _____

What are you requesting: ☐ **Proclamation:** Designation of a day, week, or month for a specific purpose.

Examples: National Women's History Month, Fire Prevention Week

☐ **Certificate:** To recognize, appreciate, and commend individuals or organizations.

Examples: Organized sporting teams, youth Scouting organizations

Date of Event: _____

Recipient: (Individual/group/organization to be recognized) _____

In-Person Pickup (at a designated City event) or Mailed: _____

Address of Recipient (If Applicable): _____

Requestors must submit their suggested language/text of the Proclamation/Commendation/Certificate either in the text box below or one a separate document as attachment. Please limit text up to 250 words. Submitting a related webpage and/or other materials does satisfy this requirement.

For Proclamations:

- a. 3-5 "Whereas" clauses.
- b. Reasoning for the proclamation.
- c. Biographical information of the individual if the subject is for a specific person (e.g. Caesar Chavez Day).

To see a sample template, click [here](#).

For Certificates:

- a. Reasoning for the commendation and certificate.
- b. Significant contributions of the individual or group.

Email Attachments to media@surfcity-hb.org.

(Please email your suggested language for your Proclamation/Commendation. There is a 250 MB limit on each document).