



### Flag Raising Ceremonies

- **City Council annually** approves a City of Milpitas Commemorative Flag Raising calendar through City Resolution. The schedule is typically approved in Fall for the coming calendar year.
- Recreation and Community Services **Events staff** will accept Flag Raising Ceremony Host applications from potential host organizations. The application will be available online, and applications must be received no later than four (4) months prior to the Flag Ceremony date. If multiple Host Organizations apply for a single ceremony, priority will be given to 1) Milpitas-based organizations, 2) Organizations that submitted by the deadline and 3) Organizations that submit the most complete application and are most qualified. Event staff will also connect and encourage groups to work together on planning. All applications are reviewed and approved by the Director of Recreation and Community Services.
- **Flag Raising Ceremonies** are outdoor events held in the Cesar Chavez Plaza (457 E. Calaveras Blvd.). Ceremonies are limited to one hour maximum. Events can be scheduled for non-City holiday weekday or Saturday mornings, 9-10 a.m. or weekday evenings, 5-6 p.m. or 6-7 p.m. Events can include a ceremony (up to 35 minutes) and reception to follow. The following elements can be included:
  - Anthem singer (up to 3 minutes)
  - Raise the Commemorative Flag
  - Invocation or prayer (up to 3 minutes)
  - Up to three additional performances (5 minutes or less)
  - Up to three speakers (5 minutes or less)
  - Ambient music following the ceremony (up to 25 minutes)
  - Hosted pre-wrapped snacks or non-alcoholic beverages for up to 200 people to be consumed standing
  - Information Tables (up to 4)
- **Host organizations** can apply to provide any or all of the above, plus outdoor decor (subject to City staff approval) and must ensure the following ceremony rules are followed:
  - Any performers will be required to sign a hold harmless agreement and may require insurance (depending on performances).
  - If food is served, it must be pre-wrapped. Hosting organization must provide servers, tablecloths, napkin, utensils and clean-up crew to ensure proper trash disposal.
  - Information Tables may not sell any product, wares, or memberships.
  - All City of Milpitas City Council dignitaries are required to be invited to participate. The list will be provided by City Staff.



## Standard Operating Procedure (SOP)

---

- Host organization must submit marketing material information as required and by deadlines set by City staff. Late information may result fewer outreach materials and no City generated program. Any host organization created materials must be approved by City staff and include the appropriate logos and language.
- Conduct marketing and outreach to the community in addition to City responsible channels.
- Host organizations can arrive one hour in advance to set up. No last-minute changes to the ceremony set up will be conducted.
- Host organizations are responsible for event clean-up, except furniture.
- **City event and facilities staff** will support host organizations ceremonies with the following services:
  - Obtain and press flags.
  - Conduct the flag raising if no one from host organization wants to raise the flag.
  - Provide furniture:
    - (1) Podium
    - Speaker and Dignitary seating on the stage for up to 10
    - Audience seating for up to 150
    - (4) Information tables
    - (4) Food service tables
    - Simple sound system (speaker's handheld microphone and speakers) only
  - City staff will begin cleaning and putting away furniture 1.5 hours after the start of the ceremony. Ceremonies that begin late will have shorter reception times.
- **City marketing staff** will support host organization ceremonies and prepare:
  - (1) flyer for electronic distribution on social media, including logos of any hosting organization(s)
  - (1) Announcement of the ceremony via City publications and messaging channels
  - A one-page event program and 150 copies produced on a color copier.