



TOWN OF LEESBURG POLICY

Title: **Townwide Awareness Display Policy**

<i>Effective Date:</i> 2/27/2025	<i>Revision Date:</i> 3/18/2025
<i>Primary Department:</i> Town Manager's Office	<i>Primary Department Approval By:</i> Kate Trask, Assistant Town Manager <i>KTrask</i>
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<i>Human Resources Approval By:</i> N/A	<i>Date Approved:</i> N/A
<i>Town Attorney Approval By:</i> Christopher Spera, Town Attorney <i>CS</i>	<i>Date Approved:</i> 3/17/2025
<i>Town Manager Approval By:</i> Kaj H. Dentler, Town Manager <i>KD</i>	<i>Date Approved:</i> 3/18/2025

Purpose: To define the approval path and logistical parameters for Awareness Displays as requested by the public.

Authority: Pursuant to Resolution 2024-096, the Town of Leesburg (Town) supports ceremonial awareness illumination (Illumination), ribbon placement (Ribbon Placement), and flag raising (Flag Raising) (collectively, Awareness Displays) to promote consciousness of public issues, social causes, historical events, and health topics. These Awareness Displays on Town property constitute governmental messages, rather than a forum for free expression by the public. Accordingly, any proposed Awareness Display must be approved by Town Council.

Flag Raising may include the following, subject to approval by Town Council as described below:

- Flags of governments recognized by the United States;
- Flags of an official sister city of the Town of Leesburg in conjunction with an event involving the sister city; and

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- Other flags in conjunction with official actions, ceremonial items, or resolutions of Town Council. (For example, a flag recognized as the symbol for a cause, such as Pride, Juneteenth, breast cancer awareness, and autism awareness.)

Scope: This Policy applies to all requests for Awareness Displays.

Policy: Requests for Awareness Displays shall be processed and approved as follows:

- Awareness Display coordination will be led by the Department of Parks and Recreation and vetted through the Town's Community Events Committee, as needed.
- At least sixty (60) days in advance of a proposed Awareness Display on Town property, a member of Town Council, staff, or a Leesburg resident, business, or community organization headquartered in Leesburg or the greater Leesburg area (Event Organizer) must submit an Application for Awareness Display on Town Property to the Department of Parks and Recreation. The requested Awareness Display may not exceed seven (7) continuous, calendar days for Flag Raisings or thirty (30) continuous, calendar days for Ribbon Placements or Illuminations. If requesting a Flag Raising, the application must include an image of the flag that will be provided to the Town. If requesting a Ribbon Placement, the application must include an example of the ribbons that will be used.
- If an Awareness Display includes use of the Town Stage, Mervin Jackson Park, the Rose Garden, or other special event components, such as street closures, then the Town's Application for Special Events Permit must also be submitted. The Special Events Policy and event costs are applicable to Awareness Displays. If the Event Organizer is requesting a fee waiver for expenses associated with the Special Events Permit, then the request for a fee waiver must be made in conjunction with the motion for a Resolution. See Resolution 2021-186.
- If the Event Organizer has also requested a Proclamation for the Awareness Display, Town staff must follow the separate procedure for a Proclamation. See Resolution 2023-092.
- Town Staff will add the item to a future Council Meeting agenda and submit a Staff Memorandum providing Council with information from the Event Organizer (such as the event details, purpose, timeline, and whether the requested time period conflicts with another event) as well as the associated costs and a draft Resolution for Council action.
- If the majority of Council supports the request, a Resolution will be signed authorizing the Awareness Display on Town property.
- Once a Flag Raising has been approved by Resolution, the Event Organizer must provide the flag to the Town Event Staff at least five (5) business days before the commencement of the Flag Raising. The day of the Flag Raising, the Department of Parks and Recreation will erect a temporary flagpole on the Town Hall green and will place signs describing

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the purpose of the Flag Raising at locations on the Town Hall green. Information on the signs will state the name of the display only.

- The day of an Illumination, the Department of Parks and Recreation will illuminate spotlights on the columns flanking the Town Hall green. The Department of Parks and Recreation will also place signs describing the purpose of the Illumination on the Town Hall green. Information on the signs will state the name of the display only.
- Once a Ribbon Placement has been approved by Resolution, the Event Organizer shall place and remove the ribbons in accordance with the Resolution and application.
- In all cases, every effort will be made by the Town to meet the dates requested by the Event Organizer for the Awareness Display. The Town, however, reserves the right to reschedule or shorten the time based on Town events or unforeseen logistical or technical complications.
- The Town Public Information Office will issue a Media Alert about Awareness Display.
- At the end of the Flag Raising or Ribbon Placement, the Department of Parks and Recreation will oversee the removal of the flag or ribbons.
- The Town Manager, in a manner and form approved by the Town Attorney, may modify this policy without formal consent from the Town Council in the future if administratively warranted while not materially changing the intent of this policy.

Disclaimer: The policy contained herein is for internal use only and is related to operational consistency and efficiency of Town of Leesburg staff. The policy will not be construed to create a higher standard or duty of care on the part of the Town, its officials, or staff with respect to third-parties or associated claims. Noncompliance with the policy set forth herein will only form the basis for administrative action, training, or employee discipline by the Town against an employee in a non-judicial administrative setting. Applicable legal standards, rather than the standards herein, will govern civil or criminal actions arising out of the conduct of a Town staff member. The Town reserves the right to revise the content of any provision herein, in whole or in part, at its discretion.