



Coast Guard City Program

New Application and Recertification Guidance

BACKGROUND

The Coast Guard City program recognizes communities that support local Coast Guard members. A city, municipality, or county (hereafter referred to only as "city") earns the designation "Coast Guard City" or "Coast Guard Community" by making special efforts to acknowledge the professional work of the Coast Guard men and women assigned to their area. Coast Guard Cities regularly reach out to Coast Guard personnel and their families and make them feel at home in their "home away from home." The city's efforts illustrate a longstanding and enduring relationship with an emphasis on considerations the community has made for the members of the Coast Guard family.

APPLICATIONS

Applications should demonstrate a broad range of activities, programs, and actions that demonstrate an unusual and sustained level of support for local Coast Guard members and their families. All applications should include:

- A letter from the mayor, city manager, or county executive describing community-wide outreach and support of the local Coast Guard unit(s).
- Letter from city official and endorsement memo from unit CO is required.
- A separate 2-page minimum bulleted document listing specific examples of actions the community has taken and events it has sponsored to reach out to Coast Guard personnel welcoming and embracing them into the community.
- Letters of support from local, city, and state government offices who are involved the city's outreach efforts to support Coast Guard members and their families.
- Unique ways the community has come together
- Photographs from community events and ceremonies.

Strong applications include tangible examples of the city's participation in or support for local Coast Guard personnel and their families. Examples include:

- Sponsorship of community patriotic events that specifically include members of the Coast Guard family. Examples: Memorial Day picnics, 4th of July picnics, Armed Forces Day events, Veterans Day observances, Coast Guard Birthday events, etc.
- Offer military or Coast Guard "days" within the business community, at local sporting events, and other entertainment events.
- Demonstrations of sensitivity to life-altering events within the Coast Guard community including expressions of congratulations or expressions of sympathy for deaths and other family tragedies.
- City-Coast Guard partnerships in community-based projects including law enforcement, fire, and EMS projects; civic organizational projects; food drives; home building projects; educational projects; etc.
- Availability of community support services to Coast Guard members and their families.
- Establishing monuments, memorials, commemorations, or other tangible forms of public recognition.
- Sponsorship of Sailor of the Quarter, Sailor of the Year, Recruiter of the Year, or other similar types of awards
- Support for education/scholarship programs.
- Letters of support from other organizations that take part in the community's efforts to welcome and support the Coast Guard. (i.e. Chamber of Commerce, non-government organizations, civic organizations, corporate entities, police, sheriff, EMS, educational organizations, etc.

NOTE: Letters and examples of support should demonstrate how the city has supported and interacted with Coast Guard personnel and their families NOT how the Coast Guard has supported the city.

NEW DESIGNATION APPLICATION PROCESS (appx 4-6 months)

The city official must submit the application on behalf of the city. When an application is received, a standing board comprised of representatives from the offices of the Commandant of the Coast Guard, Governmental and Public Affairs, Judge Advocate General and Chief Counsel, and Human Resources will convene, review, and make a recommendation to the Commandant.

If the Commandant accepts and approves the board's recommendation:

1. The city official will receive a letter announcing the Coast Guard's intent to approve the designation as a "Coast Guard City."
2. The appropriate congressional delegation committees will be notified of the Commandant's intent to approve the designation. This initiates a 30-day waiting period required for congressional approval.
3. With no dissent from the committees, the designation as "Coast Guard City" or "Coast Guard Community" becomes official.
4. Original copies will be mailed to the city official and emailed to the district POC.
5. The city official will receive a proclamation signed by the Commandant.
6. If you are planning a ceremony or other recognition event, please contact Zenobia Williams zenobia.a.williams@uscg.mil or 202-372-4625.

RECERTIFICATION APPLICATION PROCESS (appx 3-4 months)

In accordance with Public Law 105-383, Section 409, and Commandant Instruction Manual 5700.13, the city's status as a "Coast Guard City" must be renewed every five-years. The Coast Guard City Program Manager will send a recertification notification letter approximately 6 months before the expiration of their 5-year term.

1. The recertification application should demonstrate a vibrant and ongoing commitment to Coast Guard personnel in the community and must include the following:
 - All of the same requirements for a first-time application.
 - Provide examples of **new ways** the city has supported local units.
 - Material stating how the city intends to continue the relationship.
 - Materials demonstrating how the "Coast Guard City" moniker is used to help promote the Coast Guard (as opposed to promoting the city).
2. Upon Commandant approval, an approval letter is sent to the city official and local district declaring that the city is officially recertified as a Coast Guard City.

If a city's recertification application is determined not to meet the high standard set for Coast Guard Cities, a provisional denial letter will be sent to the city and the local Coast Guard unit(s). The city will have 45 days to resubmit its recertification application. If the Coast Guard does not receive an updated application after 45 days, the city will lose its designation as a "Coast Guard City." If the city chooses not to recertify, the designation of "Coast Guard City" will be withdrawn with 60-days' notification to the city. Within that time the city must remove the designation from any signs, letterheads, websites, etc.

NOTE: The process to submit a recertification application is the same as for new designation application.

FREQUENTLY ASKED QUESTIONS

Can more than one local jurisdiction share a “Coast Guard City” designation?

In areas with more than one local jurisdiction (such as a city, county, and township), the “Coast Guard City” designation will receive a “Coast Guard Community” designation.

Can a Coast Guard unit nominate its host community as a Coast Guard City?

No. The application must come from the city itself. Local units may educate the host community about the program and help local leaders obtain more information on how to apply. Ultimately, the community, independent of the local command, should undertake the initiative. As part of the internal review process, the Coast Guard City board will ask local commands for their input.

My city was recently named a “Coast Guard City/Community,” and I would like to incorporate the Coast Guard emblem into signs, flags, displays, etc. Does the “Coast Guard City/Community” designation allow me full use of the logo?

No. Any use of protected Coast Guard logos, emblems, or words must be approved by Coast Guard Trademark Office. For more information, please contact the Coast Guard's Office of Community Relations at 202-372-4640 or Trademark@uscg.mil.

COMMENTS? QUESTIONS? CONCERNS?

Contact the Community Relations Special Programs Manager, Zenobia Williams at 202-372-4625 or zenobia.a.williams@uscg.mil.

NOTE: To reduce the size of the file please limit the photos to 4 per page. One or two photos should not take up the entire page. If space allows, several ceremonies, events, and activities can be put on the same page.