

# Report to Council



**Date:** October 7, 2019  
**To:** Council  
**From:** City Manager  
**Subject:** Annual Civic & Community Award Program Updates  
**Department:** Active Living & Culture

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## **Recommendation:**

THAT Council receives, for information, the report from Active Living & Culture, dated October 7th, 2019, that outlines the Annual Civic & Community Award program updates;

AND THAT Council endorse in principal changes to the Civic & Community Award categories as outlined in the report dated October 7th, 2019;

AND THAT Council directs staff to prepare a council policy which outlines the core structure and governance of the Civic & Community Awards and report back for approval.

## **Purpose:**

To obtain Council's support for changes to the Civic & Community Award categories and for the development of a Council Policy to govern the awards program.

## **Background:**

The Civic & Community Awards program recognizes the outstanding achievements and contributions made in the city of Kelowna each year. Currently, there are 17 awards that honour volunteers, artists, athletes, environmentalists and businesses. Up to three finalists are selected in each category, with one recipient being announced during the awards ceremony. Changes to some of the categories and the development of a new council policy requires the consideration of Council.

## **Discussion:**

Each year the Civic & Community Awards Steering Committee goes through a debrief process that identifies improvements to the overall program. Changes are generally focused on the nomination process, the flow of the event and the audience experience. At the conclusion of the 2018 event, discussions were centered on taking a deeper look at the award categories to make them more streamlined and inclusive.

To supplement the discussion of the committee, staff researched award programs in other communities, such as Vancouver and Calgary. Each municipality was unique in the format of the awards, the categories and the level of recognition provided. Some simply post recipients on a website, while others hold a gala event.

Based on the research and the discussion with the steering committee, some changes to the award categories are proposed:

- Make the categories more inclusive by establishing gender neutral categories, where appropriate
- Streamline and simplify the award categories to eliminate confusion and to combine categories where nomination numbers are limited

Based on municipal best practices and alignment with the Council Priority of ensuring a social and inclusive community, the following is a list of proposed changes:

- Introducing a “Young Citizen of the Year” award to replace the Young Male and Female Volunteer of the Year awards.
- Introducing a “Citizen of the Year” award to replace the Man and Woman of the Year awards.
- Amending the Champion for the Environment award from two different awards recognizing an individual and a business, into one “Champion for the Environment” award which allows for a simplified approach, as the distinction between individuals and the work of their business is not always clearly defined.
- Amending the Corporate Community Award – Small and Medium/Large Business from two different awards into one “Corporate Community of the Year” award to eliminate confusion surrounding the sub-categories for small, medium and large business, as it relates to volunteerism, not business size.

The chart below outlines the current and proposed updates to the award categories:

Current Category	# of Awards	Proposed Category	# of Awards
Young Volunteer - Male and Female	2	Young Citizen of the Year	1
Man & Woman of the Year	2	Fred Macklin & Sarah Donalds Treadgold Memorial - Citizen of the Year	1
Champion for the Environment - Individual and Business	2	Champion for the Environment	1
Corporate Community - Small & Medium/Large Business	2	Corporate Community of the Year	1
Total	8 Awards	Total	4 Awards

Current Categories to Remain the Same	# Of Awards
Honour In the Arts - Teen and Adult	2
Volunteer Organization of the Year	1
Brian Couling Memorial – Team of the Year	1
Bob Giordano Memorial – Coach of the Year	1
Augie Ciancone Memorial - Male and Female High School Athlete	2
Athlete of The Year - Male and Female Athlete	2
Total Awards in 2019 program	13 Awards + Anita Tozer Memorial

As staff worked through the review process with the steering committee and municipal research, the need for a framework to govern the award categories and other key elements of the program became apparent. With that in mind, staff are proposing the development of a Council Policy that would clarify Council's role in this award program, with respect to the following key areas:

- Establish award categories with general description of the award's intent
- Process to amend award categories
- General program guidelines
- Establish the Terms of Reference for the Steering Committee to manage the award program

Should Council support the proposed category changes and development of a council policy, staff will report back at a future Council meeting with the proposed council policy for consideration. Once approved by Council, staff will revise the criteria for each award to reflect the intended changes and update the 2019 nomination forms prior to opening the nomination period on December 9<sup>th</sup>, 2019.

#### **Conclusion:**

Incorporating the above changes will result in the reduction of awards from 17 to 13, also reducing the maximum number of finalists from 51 to 39. As a result of the proposed changes, the level of distinction in the award categories will be strengthened, the award ceremony will be condensed and the program will be more inclusive overall.

#### **Internal Circulation:**

Active Living & Culture; Communications & Information Services

#### **Considerations not applicable to this report:**

*Legal/Statutory Authority:*

*Legal/Statutory Procedural Requirements:*

*Existing Policy:*

*Financial/Budgetary Considerations:*

*External Agency/Public Comments:*  
*Communications Comments:*

Submitted by:  
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**Approved for inclusion:**



cc: J. Gabriel, Divisional Director  
C. Weadon, Communication & Information Services