

Priorities Committee Meeting_Mar14_2017

STRATEGIC INITIATIVE AND UPDATE**Millennium Place Sports Wall of Recognition****Report Purpose**

To provide the Priorities Committee with information on the 2017 Millennium Place Sports Wall of Recognition program.

Council History

December 5, 2000, Council received an information report on the process for the first induction of members to the Millennium Place Sports Wall of Recognition.

November 8, 2016, Council approved a motion that the Pride of Strathcona Awards Criteria and Program Procedures, as set out in Enclosure 4 to the November 8, 2016 Communications Department report, be amended by deleting the Athletic Achievement and Sports and Recreation Categories, and that Administration prepare a report before the end of the first quarter of 2017 on the Sports Wall of Recognition as an avenue for recognition of athletic achievement, sports development and leadership in the County.

Strategic Plan Priority Areas

Economy: n/a

Governance: The nomination process requires engagement and relationship building with the sports community.

Social: The Millennium Place Sports Wall of Recognition acknowledges successful athletes and sports leaders from our community. These teams and individuals are role models that encourage and promote a healthy and active community.

Culture: n/a

Environment: n/a

Other Impacts

Policy: n/a

Legislative/Legal: n/a

Interdepartmental: n/a

Summary

Millennium Place Sports Wall of Recognition is a long standing, community supported program. The Sports Wall was established to recognize outstanding contributions and achievements in sport and inductees have been added as follows:

- 2001 - five athletes, six builders
- 2007 - one athlete, one team, two builders
- 2011 - one athlete, one team, two builders

The Sports Wall is comprised of photos and biographical plaques. The athletes include two NHL hockey players, a world champion female hockey player, a world record holder in Paralympic track, two major league baseball players, a national team soccer player, world champion curling team, and a Canadian Championship U16 girls soccer team.

The builders include a World Cup soccer referee, an international level baseball umpire, founders of the squash, ringette, Tournament of Nations, minor football and minor hockey programs in Strathcona County, and exceptional volunteers from the football and hockey communities.

The Millennium Place Sports Wall of Recognition nominations take place on a five year rotation. In the fall of 2017, a fourth group of inductees will be added. Increasing the frequency of this program would require significant changes to the scope and function of the award and would require additional staffing resources. Another option may entail establishing a community engagement program to look for opportunities to compliment, but not duplicate, recognition that already exists among sporting organizations in the community. This would allow the stakeholders to express their thoughts and ideas on recognition they feel would be valuable. Findings from this engagement and recommendations for next steps would be reported back to Council in Q4, 2017.

Communication Plan

For the 2017 Millennium Place Sports Wall of Recognition, information will be sent to Strathcona County sports organizations, Elk Island Public School Board, Elk Island Catholic School Board, and the Information and Volunteer Centre. In addition, individuals who have inquired about the program over the past six years will be sent information.

Information will be shared through an information release, newspaper advertising, Facebook posts and the Strathcona County website.

Enclosure

Encl 1 - Millennium Place Sports Wall of Recognition Guidelines – 2017

Encl 2 - Sports Wall of Recognition Timeline – 2017

Encl 3 - List of Alberta and Canadian Sports Organizations