

**Pride of Strathcona Awards name change****Report Purpose**

To present the feasibility of changing the "Pride of Strathcona Awards" name and any implications the name change will have on the ceremony cost and timelines.

**Recommendation**

None.

**Our Prioritized Strategic Goals**

Goal 1 - Build strong communities to support the diverse needs of residents

Goal 3 - Cultivate economic diversification, within the petro-chemical industry and beyond, through a business-friendly environment

Goal 5 - Foster collaboration through regional, community and governmental partnerships

**Report**

The Pride of Strathcona Awards program recognizes outstanding contributions and achievements of individuals and groups in our community.

The award categories are: Agricultural Leadership; Arts, Culture and Heritage; Community Service; Economic Diversification; Heroism and Leadership; Outstanding Group; Service to Seniors; Youth, as well as the Mayor's Award.

In 1985, Strathcona County held its first Awards of Excellence. The program was revamped in 1993 to what is now known as the Pride of Strathcona Awards.

The Pride of Strathcona Awards event has been held in the month of June since 2010. This also has become the month of the global Pride celebration that recognizes and celebrates the LGBTQ2+ community. The similar name and timeframe can cause confusion between these two celebrations – Pride month and the Pride of Strathcona Awards.

Council passed a motion directing Administration to prepare a report on the feasibility of changing the "Pride of Strathcona Awards" to the "Strathcona Excellence Awards" for the 2020 event.

Financial implications for changing the Pride of Strathcona Awards are minimal. Each year, the nomination form and promotional materials must be updated to reflect the awards' year and selected recipients. Considering this, any updates to the name can be done as part of this process, with only a minimal cost increase to complete a new design concept for the awards program.

Key documents that will require updating are: Priorities Committee Bylaw 7-2017, which sets the role of the committee in terms of this event; Criteria and Program Procedures; and the nomination form.

The next awards ceremony is booked at Festival Place for June 8, 2020.

Other options for award names include:

- Strathcona County EXCEL Awards
- Strathcona County Excellence Awards
- Strathcona County Awards of Excellence
- Strathcona County Awards of Distinction

Including "County" in the name may help to alleviate any confusion with Old Strathcona in Edmonton.

### **Council and Committee History**

November 28, 2019	Council approved the motion: THAT Administration prepare a report on the feasibility of changing the name of the "Pride of Strathcona Awards" to "The Strathcona Excellence Awards" for the 2020 campaign; and that the report include any cost implications associated with the name change as well as any logistical considerations.
April 17, 2018	The Priorities Committee changed the Heroism category to Heroism and Leadership.
November 8, 2016	Council approved the motion to delete the Athletic Achievement and Sports and Recreation categories, and replaced the Professional Achievement category with the Economic Diversification category.
February 17, 2015	Priorities Committee adopted the Pride of Strathcona Awards – Criteria and Program Procedures.
November 26, 2013	Council passed Bylaw 60-2013 that deleted the terms of reference for the Pride of Strathcona Awards committee, and designated responsibility for the annual Pride of Strathcona Awards program to Priorities Committee.

### **Other Impacts**

**Policy:** n/a

**Legislative/Legal:** n/a

**Interdepartmental:** n/a

**Master Plan/Framework:** n/a

### **Communication Plan**

The new name change would be reflected in promotional materials for the awards program. Materials preparation for the call for nominations needs to begin in January, with promotion starting in February. The deadline for nominations is in late March, and award recipient selection by Priorities Committee occurs in April to allow time to plan the event ceremonies.