

Category/criteria options and background

Pride of Strathcona Awards

- **Athletic Achievement**
 - **Sports and Recreation Development**
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Current recognition

Strathcona County has two programs through which athletes and sport 'builders' can be recognized.

1. Pride of Strathcona Awards

Athletic Achievement category

Recognizes individual athletes and teams for outstanding achievement in competition at national or international levels

- *first-, second- or third-place overall standing at a national competition or championship, or*
- *first-, second- or third-place overall standing at an international competition or championship*

Sports and Recreation Development category

Recognizes an individual who has made significant contributions to recreation and sports as a leader, mentor or volunteer, fostering healthy life skills and good sportsmanship

2. Millennium Place Sports Wall of Recognition

Recognizes Strathcona County citizens for their outstanding contributions and achievements in sport through two separate categories: 'Athlete' and 'Community Sport Builder'

- Recreation, Parks and Culture convenes a different jury (public members) each time, to select inductees based on stated criteria.
- Recipients must be retired from competition in their sport, and have been a resident of Strathcona County for at least five consecutive years.
- A framed photograph of the honouree is displayed at Millennium Place, and inductees receive a plaque.
- The 'unveiling event' takes place about every five years, or to coincide with a major event (i.e. Western Canada Summer Games in 2007). Last 'unveiling

event' took place on Friday, December 2, 2011; next one is planned for 2017 to coincide with the 2017 Canada 150th celebration activities.

Examples: How other municipalities recognize athletic achievement

1. Athletic achievement recognition part of a larger municipal awards event

Most held annually to honour individuals, groups, organizations or teams who have gained outstanding recognition at the national or international level in sport and other categories, including arts and culture, volunteerism, heroism.

Edmonton

- About 200 athletes attend the Performance Awards each year at Edmonton City Hall, alongside recipients for arts and culture.
- Edmonton's eligibility criteria are higher than the County's Pride program. Need minimum 'Gold' at a national event.
- Only events recognized by a governing national sports (NSO) and/or provincial sports organization (PSO) qualify.
- Athletes who qualify are eligible to receive the award in consecutive years.

Red Deer

- Nominees in the individual athlete category must attain a higher standing in an event or competition in a given sport to be eligible for subsequent awards.
- Like Edmonton, eligibility requires a *minimum* First Place standing in a national event or competition.
- A 'team' or athletic 'group' may receive an award for the same level of achievement in subsequent years, for example, the Midget Hockey Team may win the national gold two years in a row.

Medicine Hat

- Recipients may only be recognized once for an award in a specific category.
- Awards event held every two years.
- Sports/Recreational award selection not solely based on athletic merit, but also considers contribution to development of sport in the community.

Jasper

- Span of three years must have elapsed before previous Mayors' Award recipient may receive an award in the same category, subject to discretion of the selection committee.
- Criteria for Athletics also includes non-athletic considerations such as: 'must have enhanced the image of the municipality'.

2. Athletic achievement recognition administered in partnership with external organizations

Calgary

- Municipality partners with the Calgary Booster Club to recognize athletes in three categories: 'Sportsman of the Year', 'Honoured Athletic Leaders', 'Athlete of the Year—Male, Female and Special Olympics Calgary'.
- Athlete of the Year determined by the city's sports media and the Booster Club, based on performance during the last calendar year.
- Sportsman of the Year Dinner held at Red and White Club at McMahon Stadium in April. Silent auction, program, dinner.

Grand Prairie

- Has 'Sport Excellence Awards' program, administered jointly by the Alberta Sport Development Centre Northwest (ASDC-NW) and the Grande Prairie Sport Council - receives funding from the City of Grande Prairie but operates independently from City.
- Recognizes athletic and coaching performance (Male & Female athlete of the year, Jr. Male and Jr. Female athlete of the year, Coach of the year) as well as community-minded contributions to the development and sustainability of sport in the region

3. Athletic achievement recognition once 'retired from their sport'

Edmonton Salute to Excellence – Sports Hall of Fame

City of St. Albert Sport Excellence Award

Spruce Grove Awards of Excellence – Athletics

Airdrie Elite Athlete Recognition – Similar to the County's Sports Wall of Recognition - always accepting nominations and hold the event as required

4. Athletic achievement recognition through a public rally

Some municipalities host public rallies to celebrate athletic and sporting achievements. (e.g., Edmonton Eskimos Grey Cup homecoming noon-hour rally)

5. No official municipal recognition

City of Regina, for example, does not recognize Athletic Achievement or Sports and Recreation Development as part of its civic awards program.

Options to recognize Athletic Achievement / Sports development

A.

Keep the Athletic Achievement category in the Pride of Strathcona Awards program with the eligibility criteria narrowed to:

- Minimum of First Place (Gold) at a national competition or championship
- First-, second- or third-place for an international competition or championship
- Only athletic achievement in a sport recognized by a governing national sports organization (NSO) qualify (see Encl 02)
- An athlete must place higher than in previous year to be eligible to receive an award in subsequent years
- A 'team' or athletic 'group' may receive an award for the same level of achievement in subsequent years (members change)

NOTE:

Creating a **separate event to honour athletic achievement** is not recommended.

- Creating a separate 'special event' to recognize athletic achievement would mean the County organizes three recognition events: Pride of Strathcona Awards, Millennium Place Sports Wall of Recognition, and the new annual event. This would increase effort and resources to plan and execute.

B.

Recognize sports development and leadership through the existing **Sports Wall of Recognition** program - 'Community Sport Builder'.

- Sports Recreation and Development category would be removed from the Pride of Strathcona Awards.

C.

Host a **public rally** for high profile First Place (Gold) **international athletic achievement**.

- At the discretion of Council and as warranted, recognize major athletic achievement by a local team or individual that has captured widespread public interest through a public rally.
- Hosting a rally is an opportunity to increase community engagement and foster community pride by tapping into the excitement and celebration of the athlete's or team's world-class win (e.g., Olympic medallist, World Figure Skating Champion).

- Budget/resources for a rally to be determined; ballpark \$5,000.

Category/criteria options and background Pride of Strathcona Awards

– Business

Current recognition

1. Pride of Strathcona Awards

The Pride of Strathcona Awards does not have specific 'business' award. However, the Professional Achievement category:

*Recognizes an individual's outstanding achievements or contributions in a **professional** capacity - refers to all occupation, professions or business pursuits.*

2. Sherwood Park & District Chamber of Commerce – Business Awards

The Chamber recognizes member businesses through its annual Business Awards, highlighting nine categories:

- Business of the Year
- Community Service/Involvement
- Environmental Protection
- Innovation: New Small Business, Product or Work System
- Innovation: New Large Business, Product or Work System
- Investment: Job Creation, Growth & Expansion
- Long Time Service/Legacy
- Young Entrepreneurial
- Occupational Health & Safety

'Community Service/Involvement' award criteria:

"Awarded to a Strathcona County recipient or an organization or a group that has contributed in a significant way financially or by means of volunteerism. The successful nominee must have demonstrated their commitment to giving back to the community and has moved the community in a positive manner by way of their actions."

Proposed

Following discussions with the County, the Economic Development & Tourism Advisory Committee (EDTAC) supported a formal motion for Council to consider the formation of a new category within the Pride of Strathcona Awards to recognize

local business. **The caveat:** that the award not duplicate any category already covered by the local Chamber Business Awards.

Examples: How other municipalities recognize local business

Calgary, Airdrie

- Recognition through a specific business-related award category as part of an annual civic awards event.

St. Albert

- Official partnership through local Chamber of Commerce business awards.

Edmonton, Red Deer, Medicine Hat, Regina, Saskatoon

- No official municipal recognition program for local business.

Options to recognize business

A.

Status quo: Keep the Pride Professional Achievement category *as is*, and continue to sponsor/present an award at the Chamber's Business Awards.

B.

Continue to sponsor/present an award at the Chamber's Business Awards, and **replace** the Pride of Strathcona Awards **Professional Achievement** category with the category:

Economic Diversification

Recognizes a business or individual professional for outstanding contribution to diversify and strengthen Strathcona County's economy

- May include successful efforts to adapt or expand a business, product or service, or the introduction of a new business that significantly contribute to the diversification of business and industry in our community

The Chamber's Business Awards categories are comprehensive, making it a challenge to create a Pride business award that is not similar to their program.

The Economic Diversification category is one idea that avoids duplicating the Chamber's criteria. This category's intent is to align with the County's Strategic Plan:

Community-wide priority areas: "Diverse economy"

Strategic goals:

- Goal 2: Increase and diversify the petrochemical business
- Goal 5: Increase and diversify agricultural business
- Goal 6: Promote Strathcona County locally, nationally and internationally
as a place that is open for business and investment

Category/criteria options and background Pride of Strathcona Awards

– “High Five” Mentorship

Proposal to incorporate High Five Awards into the Pride of Strathcona Awards program

The High Five Awards event has been a Youth Council initiative for nine years. Over the past few years, the Youth Council has expressed the project has become less relevant to their Council mandate of “youth supporting youth.” The Youth Council is interested to incorporate the High Five Awards under the Pride of Strathcona Awards to continue the spirit of the High Five Awards while eliminating overlap:

- Both are annual events that take place around the same time of year, within a few weeks of each other.
- Both recognize individuals who are making a positive difference in the community.

Current recognition

The High Five Awards are based on established developmental assets as a way to celebrate the adults in our community who are making a difference in the lives of children and youth in Strathcona County. Children and youth in Kindergarten to Grade 12 nominate an adult role model through the submission of a story on a nomination form.

High Five Awards ceremony is an annual event held at Festival Place, usually on a Sunday afternoon (1 p.m. to 3 p.m.). Awards are presented to a recipient in each ‘nominator’ age category:

- K-Grade 3
- Grade 4-6
- Grade 7-9
- Grade 10-12

Option for 2017 Pride of Strathcona Awards

Add a **new category** to the Pride of Strathcona Awards - **‘High Five’ Mentorship** with two ‘nominator’ age sub-categories:

- K-Grade 6
- Grade 7-12

- Research has shown the name 'High Five' has great recognition value amongst youth in Strathcona County.
- The Youth Council would continue to be involved in the nominations call and have the responsibility to evaluate and select the award recipients (based on 40 developmental assets criteria).
- Together, the Youth Council, Family and Community Services and Communications will partner to promote the Pride of Strathcona Awards (and new awards category).
- High Five Mentorship awards would be presented by a member of Youth Council.