

Summary - Criteria Options

Pride of Strathcona Awards



Pride of Strathcona Awards

*Recognize outstanding contributions and achievements
of individuals, groups and teams in our community*



Current categories:

- Community Service
- Professional Achievement
- Athletic Achievement
- Arts, Culture and Heritage
- Youth
- Service to Seniors
- Sports and Recreation Development
- Agricultural Leadership
- Heroism
- Outstanding Group
- ❖ Mayor's Award

Motion 2016 / 181

THAT administration bring a report to a future Priorities Committee meeting with possible amendments to the Pride of Strathcona Awards criteria that would provide options and alternatives for both the Athletic Achievement and the Sports and Recreation Development awards; and furthermore, with possible criteria for a new local business award

June 7, 2016

Athletic Achievement Sports and Recreation Development

Current recognition:

Two County programs to recognize athletes and sport 'builders'

- **Pride of Strathcona Awards** – annual – Priorities Committee
 - *Recognize individual athletes and teams for outstanding achievement in competition at national or international levels*
- **Millennium Place Sports Wall of Recognition** – about every five years
 - RPC convenes jury of community members
 - *Recognizes Strathcona County citizens for their outstanding contributions and achievements in sport through two separate categories: 'Athlete' and 'Community Sport Builder'*

Scan of other municipalities

Many recognize athletic achievement as part of a larger awards event with various categories, like our Pride of Strathcona Awards.

Some differences:

- Higher eligibility criteria - need minimum 'Gold' at a national event
- Only events recognized by a governing national sports organization (NSO) and/or provincial sports organization (PSO) qualify
- Some municipalities only award once for same level of achievement; some, like Pride, award consecutive years for same level of achievement

Scan of other municipalities

Examples of athletic achievement recognition administered in partnership:

- Municipality partners with local booster club, sports media and/or local sports organization to determine and select recipients
- Another body such as a sports council receives funding from the municipality but operates independently from the municipality

Other approaches:

- Recognition once 'retired from their sport'
- Recognition through a public rally
- No official municipal recognition

Options – athletic / sports recognition

A. **Narrow current criteria**

- Minimum of first place (Gold) at a national competition or championship
- First-, second- or third-place at an international competition or championship
- Only athletic achievement in a sport recognized by a governing national sports organization (NSO) qualify (see Encl 03)
- 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)

Options – athletic / sports recognition

B.

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

- The Sports and Recreation 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 and excitement

Business

Current recognition:

Pride of Strathcona Awards

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

Sherwood Park & District Chamber of Commerce – Business Awards

- 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 and Expansion
- Long Time Service/Legacy
- Young Entrepreneurial
- Occupational Health and Safety

Scan of other municipalities

Examples of business recognition approaches:

- Recognition through a specific business-related award category as part of an annual civic awards event
- Official partnership through local chamber of commerce business awards
- No official municipal recognition program for local business

Options – business recognition

Status quo

A.

Keep the Professional Achievement category *as is*

And continue to sponsor/present an award at the Chamber's Business Awards

Add 'Economic Diversification' category to Pride Awards

B.

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

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 contributes to the diversification of business and industry in our community*

Economic Diversification category

Rationale:

- Chamber's Business Awards categories are comprehensive
 - challenge to create a Pride business award that is distinct from their program
- Economic Diversification category – an idea that doesn't duplicate - and aligns 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

“High Five” Mentorship – proposal

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

Current recognition:

- Based on established developmental assets
- Celebrates adults in our community who are making a difference in the lives of children and youth
- K-Grade 3; Grade 4-6; Grade 7-9; Grade 10-12 nominate an adult role model through the submission of a story
- One award presented in each of the four “age” categories at an annual ceremony

Options – 2017 Pride of Strathcona Awards

Add '**High Five Mentorship**' - **new category** to the Pride of Strathcona Awards

Two 'nominator' age sub-categories:

- K-Grade 6
- Grade 7-12

Rationale:

- High Five Awards event no longer as directly relevant to the Youth Council mandate of "youth supporting youth"
- Continues the spirit of the High Five Awards while saving on resources and eliminating overlap

Discussion and questions

