



City of Richmond

Report to Committee

To: General Purposes Committee

Date: August 24, 2005

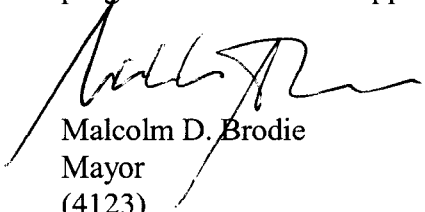
From: Malcolm D. Brodie
Mayor

File:

Re: **City of Richmond Community Spirit Awards**

Recommendation

That Council approve the development, promotion and delivery of the City of Richmond Community Spirit Awards, in accordance with the attached report, to be introduced as part of the program for the Civic Appreciation Reception in October 2005.



Malcolm D. Brodie
Mayor
(4123)

Report

Origin

As suggested by the Mayor, a working committee of staff from Parks, Recreation & Culture, Corporate Programs and the Clerk's Office is developing a community-based awards program on behalf of City Council to introduce at the Civic Appreciation Reception in October.

The City of Richmond Community Spirit Awards will recognize individuals and groups for their commitment to making Richmond the best place to live, work and play. Supporting Richmond's long history of volunteerism and community spirit and promoting good citizenship, these awards are Council's way of publicly recognizing those who give their time and energy to enhance civic services for the community.

Analysis

The Civic Appreciation Reception represents a unique opportunity to introduce the City of Richmond Community Spirit Awards, as it will be widely attended by individuals who embody the spirit of the community through leadership, commitment and pride in Richmond.

Numerous other awards programs exist in Richmond to honour volunteerism, business excellence, commitment to sport and recreation, and other community enhancing categories. The City of Richmond's Community Spirit Awards are meant to augment these awards programs and give Council a chance to honour the efforts of a small number of individuals and groups whose commitment to a broad range of community activities enhances the spirit and liveability of Richmond.

The staff working group recommends that for the first year of this program, the number of awards be limited to a maximum of 6 and the structure and criteria are kept fairly general to allow for some flexibility. The proposed program will be called the City of Richmond's Community Spirit Awards and recipients will be given a Community Spirit Award for recognition for outstanding contributions to the community of Richmond in a variety of categories. Examples of these categories include Arts & Culture, Heritage, Environment, Intercultural Diversity, Education, Health, Sport & Recreation, and Youth but can expand to include many others based upon the types of nominations that the City receives. The recipients can further be categorized into individuals or organizations.

Volunteer Selection Committee

Staff will assemble a committee of 5 judges that will review all submissions and make recommendations to Council for approval. Committee members will be representatives of the Richmond community.

Award recipients will be selected on the basis of the information submitted and the criteria outlined. The awards are designed to showcase a variety of individuals and/or organizations that are committed to Richmond and therefore recipients will reflect this diversity. All nominees and winners will be listed in the City Page in the Richmond Review following the Civic Appreciation Reception.

Criteria for Community Spirit Awards

Individuals or organizations are eligible if they:

- Care about the Richmond community
- Continuously contribute to community and well being of Richmond citizens
- Dedicate their volunteer time to Richmond or a Richmond-based organization

Guidelines for Nominations

All persons and organizations will be encouraged to submit nominations for consideration. All nominees will receive a certificate of nomination.

Nomination forms will be available online at www.richmond.ca and promoted in the Richmond Review, Richmond News, Ming Pao, Sing Tao, and the World Journal. Submissions can be sent via mail, fax or email and details will be included on the nomination form. The deadline for submissions to be received will be 5pm on Friday, September 30, 2005.

Timeline

Due to the Civic Appreciation Reception being held in October, the timeline for the development, promotion and implementation of the Community Spirit Awards program is tight. To properly build community awareness and solicit nominations, promotion of the awards needs to begin in early September. The nomination deadline will be Friday, September 30th, 2005 to allow enough time for the committee to review and make recommendations to Council in the October 7th Council packages for ratification on October 11th.

Promotion

Timely promotion of these first-time awards will be important. The staff-working group has identified the following vehicles to generate awareness and participation in the awards:

1. City of Richmond website
2. Ads in Richmond Review
3. Ads in Richmond News
4. Ads in Ming Pao, Sing Tao and World Journal
5. Letter to members of the City of Richmond's Advisory Committees
6. General bulletin to staff explaining the awards and requesting them to encourage worthy individuals and groups to submit nominations

Financial Impact

The financial impact to design, promote and deliver the awards program is very limited. The existing City Advertising budget will be used to purchase ad space in the local media. Framed certificates for the award recipients will cost approximately \$400 and will be covered in the Civic Appreciation Reception budget.

Conclusion

The first annual City of Richmond's Community Spirit Awards will allow the Mayor and Council to publicly recognize and thank a few of the individuals and groups who care about their

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community and make a positive and valuable contribution to the lives of others. Recipients will be recognized for contributing to community spirit through civic leadership and thanked for their part in making Richmond the best place to work, live and play.

A handwritten signature in black ink, reading "Signi Solmundson". The signature is written in a cursive style with a long horizontal flourish at the end.

Signi Solmundson, MBA
Senior Manager, Policy Development & Corporate Programs
(4640)

MB:ss