

TO:	CHAIR AND MEMBERS CORPORATE SERVICES COMMITTEE MEETING ON MARCH 3, 2015
FROM:	CATHY SAUNDERS CITY CLERK
SUBJECT:	OUTSTANDING LONDON AMBASSADOR AWARD

RECOMMENDATION

That, on the recommendation of the City Clerk, this report BE RECEIVED, for information.

PREVIOUS REPORTS PERTINENT TO THIS MATTER
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None.

BACKGROUND

Municipal Council, at its meeting held on December 18, 2014 resolved:

“That the request by Councillor Salih to implement an "Outstanding London Ambassador" award BE REFERRED to the City Clerk to report back at a future meeting of the Corporate Services Committee with the following information, in order to consider what actions it wishes to take with respect to the request:

- a) a proposed policy, including criteria and guidelines, regarding such an award;
- b) details as to how such an award might complement existing awards by the Municipal Council, and other similar local awards; and
- c) an identification of any other gaps in recognitions that are identified through investigation of the practices of other municipalities. (15/1/CSC)”

In response to the resolution above, the Civic Administration undertook a review of the existing City of London awards and a review of the practices of other municipalities.

City of London Existing Awards

The following is a list of the current City of London awards, with a brief description of the individual awards:

Mayor’s New Year’s Honour List

On January 1st of each year, the Mayor issues a list of the Mayor’s New Year’s Honour List in the following nine (9) categories:

- the Arts
- Heritage
- The Environment
- Housing
- Safety and Crime Prevention
- Persons with Disabilities
- Humanitarianism
- Sports
- Diversity and Race Relations

The nominees for each category are submitted to Municipal Council for consideration by Municipal Council’s Advisory Committees through the appropriate Standing Committee.

Bicycle Friendly Award

The Bicycle Friendly Award is presented once or twice a year to organizations or businesses who have contributed to making the City of London more bicycle friendly.

Diversity, Race Relations and Inclusivity Awards

The City of London Diversity, Race Relations and Inclusivity Award recognizes achievements that:

- Promote public awareness of and encourage ongoing initiatives on diversity, anti-racism, inclusivity and human rights and to promote/advance London as a welcoming city.
- Recognize small business and small labour; corporations, large business and large labour; institutions (public and private); social/community services (including not-for-profits), education and training; and youth/young adult groups or organizations for their achievements in promoting awareness and encouraging ongoing initiatives on diversity, anti-racism, inclusivity and human rights and promoting/advancing London as a welcoming city.

Website: <https://www.london.ca/city-hall/awards-recognition/Pages/Diversity,-Race-Relations-and-Inclusivity-Award.aspx>

Urban Design Award

The City of London recognizes and encourages the implementation of sound urban planning principles. The City's Official Plan, a comprehensive policy document, outlines a multitude of policies intended to promote urban design excellence.

The Urban Design Awards program is intended to recognize and celebrate original design concepts and visionary thinking in the following categories: Buildings; Buildings (Small Scale Residential); Public Realm Enhancements; Public Spaces and Landscapes; and Large Places and Neighbourhoods.

The Urban Design Awards program seeks to raise the bar on urban design in London by awarding projects that represent excellence, innovation and visionary thinking. Such awards are intended to inspire developers, architects, landscape architects, planners and designers to advance excellence in their own projects in pursuit of community recognition and appreciation. Council's goal is to emphasize the importance of outstanding urban design in establishing a city environment that is creative, engaging, and attractive. This is an important piece of the Creative City concept which aims to attract people to London through high quality city building.

Website: <https://www.london.ca/business/Planning-Development/urban-design/Pages/Urban-Design-Awards.aspx>

Bravery Award

The Bravery Award was established to recognize individuals who have demonstrated "courage, valour, heroism, fearlessness and daring in situations. The individual is nominated by the Chief of Police and/or Fire Chief and/or other public official having knowledge of the situation or occurrence.

Queen Elizabeth Scholarships

The two Queen Elizabeth Scholarships are granted each year to two students having achieved the highest scholastic achievement to assist the students with the costs for admission to any University. The students are nominated by the Thames Valley District School Board and the London District Catholic School Board.

Former Ambassador London Program

In 2009, the former Ambassador London Program was discontinued due to its inability to “achieve its stated goals” and to be sustainable over the near and long term.

The Ambassador London Program was a partnership established between the City of London, London Economic Development Corporation, the London Convention Centre, Tourism London, TechAlliance and the London Arts Council to “enhance and evolve the image of London to one of global importance”. It was to be a “long term, grass roots commitment to the growth and enrichment of our City’s economic, culture and social sectors”. Due to significant budget pressures facing the City it was determine that the funding requirements to sustain the Program was no longer viable.

Community Awards

Certified Management Accountants of Ontario Community Ambassador Award

The award, a joint initiative of CMA (Certified Management Accountants) Ontario and the London Economic Development Corporation (LEDC), will help a local individual advance their career in business. The winner of the CMA Community Ambassador Award will have opportunity to meet CMAs who live/work in the London region through District Events (Southwestern Ontario District of CMAs).

Website: <http://www.esclm.ca/sites/default/files/FAQCMACommunityAward.pdf>

Business Achievement Award

The Business Achievement Awards celebrates the best and brightest of the London business community. Award categories include "Business of the Year" (for small, medium and large businesses), Corporate Social Responsibility, Environmental Leadership, Excellence in Human Resources and Innovation. Designed to publically recognize London businesses that exemplify excellence, to be a finalist for an award is in itself a great accomplishment.

Website: http://www.londonchamber.com/events/business_achievement_awards/

Pillar Community Innovation Awards

The Pillar Community Innovation Awards highlight how the non-profit sector’s innovation, leadership, and collaboration improve the quality of life in London.

The Awards celebrate non-profits and charities and the individuals, businesses and government sector organizations that work with them to make our community brighter. Any London and area non-profit, charity, individual, business or government sector organization whose work relates to the non-profit sector and reaches into the London community is eligible for nomination. Award categories include Community Innovation Award, Community Leadership Award , Community Impact Award and Community Collaboration Award.

Website: <http://www.pillarnonprofit.ca/news/2014-pillar-community-innovation-awards>

Annual London Heritage Awards

This awards program seeks to recognize individuals and organizations from either the private or public sector who have demonstrated an extraordinary commitment to the preservation of London’s built heritage. Nominees may be proposed for their long-term dedication to the cause, for a single outstanding effort that made a notable difference, for strong leadership and vision in educating the public, or for actions that have brought about a positive outcome for built heritage in our City. The awards also seek to honour projects that have actually preserved part of our built heritage. The awards will therefore be given in two broad categories: to individuals in the fields of education, awareness or advocacy and projects that have conserved built heritage.

Website: <http://www.acolondon.ca/acolondon/Awards.html>

Vital People Awards

Charitable organizations play an important role in ensuring the vitality of our community. The community relies on the individuals within these organizations who take initiative and demonstrate leadership every day. The Vital People Grant Program recognizes and supports these leaders in our community by investing in their success. The Vital People Award recognizes employees at charitable organizations by providing grants for professional development opportunities. Nominees must demonstrate leadership, be employed by a registered charitable organization, live and work in Middlesex County and have a passion for professional growth.

Website: <http://www.lcf.on.ca/news/general-news/congratulations-our-2014-vital-people-award-recipients>

Pride London Festival Awards

These awards recognize individuals, businesses, community groups or organizations that have made a positive contribution to London's LGBT community.

Website: <http://pridelondon.ca/awards>

The Jack Richardson Music Awards

The Jack Richardson Music Awards is a grassroots organization created to recognize the great talent that London has to offer and let the world know more about them.

Website: <http://jrma.ca/index.php>

London Music Awards

There is much to celebrate - London, Ontario, has 28 categories of music and music-movers who comprise a significant industry segment that serves to help enrich the lives of those who both live in and visit London, in terms of our happiness and enjoyment of where we live and where we play and in terms of our economy!

The awards promote our music industry by giving fans the opportunity to nominate, vote for and to then to honour their favourite musicians and music-movers each year, at the ceremony.

Website: <http://www.scenemagazine.com/LondonMusicAwards.aspx>

Venture London Business Competition

Venture London Business Competition was created in 2008 by four of London's economic development partners as a way to celebrate and support new businesses that contribute to the entrepreneurial spirit that exists in our city.

Open to planned and new London-based businesses, Venture London provides cash, prizes and support services that can help take a new venture to the next level.

Website: <http://venturelondon.ca/>

London Home Builders Association Awards

Awards of Creative Excellence (ACE) Awards celebrate the most creative and professional work in the London home building industry. The ACE Awards were created by the London Home Builders' Association to recognize quality products and accomplishments of its members. Over the years, the ACE Awards have evolved into more than just sales and marketing and now cover all aspects of the housing industry in London. Members are honoured for special achievements in sales, Energy Efficiency, Health & Safety and for personal commitments to the Association and the housing Industry. Companies are also recognized for their commitment to clients and homeowners in Supplier and Sub-trade of the Year, Builder and Renovator of the Year categories. Each year, ACE Awards strive to recognize the best within London home building industry, and each year they help to raise the bar for consumer and member expectations.

Website: <http://www.lhba.on.ca/general-information.html>

The Brickenden Awards

The Brickenden Awards exist to celebrate and acknowledge excellence in independent theatre in London, in recognition of the continued burgeoning of new and non-mainstream theatre groups in London since the mid-90s.

Website: <http://www.brickenden.org/about/>

London Convention Centre (LCC) Ambassador Award

Initiated in 2000, the LCC Ambassador Awards recognize local individuals who are influential in bringing a conference or event to London. The purpose of the LCC Ambassador Award is to: annually recognize and thank individuals who were influential in attracting a major convention to the London Convention Centre, to encourage others to promote London as a destination, to increase awareness about the London Convention Centre (particularly among individuals who through their professional activities and involvement within various associations, can attract events to the London Convention Centre), to create greater awareness and understanding about the economic impact of conventions and conferences to our community.

Website: <http://londoncc.com/lcc-ambassador-awards>

SUMMARY:

As noted above, the City of London and the London community have a number of awards and recognition programs in place to celebrate the work of our citizens. It is the Civic Administration's understanding that Councillor Salih is seeking an additional Award that recognizes a (former) London resident, business or organization that brings positive recognition of the City of London from outside of the City of London boundaries.

In response to the how the proposed additional award might complement existing awards by the Municipal Council, and other similar local awards, the Civic Administration notes that the current awards are more locally focused, rather than a view from outside London, looking in. An additional award with an outward focus may address that matter.

With respect to whether there appears to be gaps in recognitions, the Civic Administration does note that the current awards appear to be general in nature with no targeted population, such as youth.

A draft Terms of Reference is attached as Appendix "A" to this report for consideration. In event that Municipal Council wishes to proceed with an additional Award, the appropriate timing and resources of the Award would need to be determined.

RECOMMENDED BY:
CATHY SAUNDERS CITY CLERK

APPENDIX "A"

Terms of Reference Outstanding London Ambassador Award

The Outstanding London Ambassador Award is an annual Award presented to a London resident, business or organization that demonstrate, through their actions, an outstanding contribution to bringing a positive national and international recognition to London that may result in encouraging people to move to London; businesses to invest in London or encourage people to visit London.

Guidelines

1. Nominations may be submitted by a member of City of London public or businesses or organizations to the City Clerk by October 31st of year.
2. The nominations will be reviewed by an Award Committee appointed by Municipal Council who will make a recommendation Municipal Council with respect to the preferred recipient. The Award Committee will be comprised of the following:
 - 1 Past Member of the London Diversity and Race Relations Advisory Committee
 - 1 Representative of Pillar Non-Profit Network
 - 1 Representative of the Urban League of London
 - 1 Representative of the London and District Labour Council
 - 1 Representative of the London Chamber of Commerce
 - 3 Citizen's at Large
 - 1 Representative of the London Economic Development Corporation
 - 1 Representative of Tourism London
3. The "The Outstanding London Ambassador Award" will be presented to an individual, business or organization in recognition of outstanding contribution that bring a positive national and international recognition to London that may result in encouraging people to move to London; businesses to invest in London or encourage people to visit London .
4. The Committee, when deliberating on the Outstanding London Ambassador Award, will consider the degree to which the individual, organization or business has brought positive recognition to London and the resulting benefits to the City of London.