

TO:	CHAIR AND MEMBERS CORPORATE SERVICES COMMITTEE MEETING ON MAY 19, 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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Item # 5 – Corporate Services Committee – March 3, 2015

BACKGROUND

Municipal Council, at its meeting held on March 10, 2015 resolved:

“That the following actions be taken with respect to the establishment of an Outstanding London Ambassador Award:

- a) the proposed terms of reference for an annual "Outstanding London Ambassador Award" BE APPROVED in principle;
- b) the City Clerk BE DIRECTED to report back on details pertaining to resources and implementation, including selection process, composition of the selection committee and timing of the award, in order to implement the Award noted in a), above; and
- c) the City Clerk BE DIRECTED to report back on the costs and options associated with displaying a plaque at City Hall and providing a small token of recognition to the award recipient. (5/8/CSC)”

For your information the approved terms of reference noted in a) above is attached as Appendix “A” to this report.

Resources and Implementation

The City Clerk’s Office, with the assistance of Communications will undertake the following actions to assist with the promotion of the Award:

- Posters/poster distribution
- Social media (Facebook, Twitter)
- News releases, including the announcing the winner of the Award
- E-newsletter prop motion
- City of London’s website
- Community advertisement on London Rogers TV

The proposed Communications Protocols and Procedures for the Outstanding London Ambassador Award is attached as Appendix “B” to this report.

The Civic Administration anticipates that there will be limited costs to resourcing the administration and the implementation of the Communications Protocol and Procedures. It is expected these costs can be absorbed within existing budgets.

The proposed selection process is outlined in Appendix “C” attached to this report.

To initiate the implementation of this award, it has been suggested that an award design contest for the presentation pin be held by the city. This would ensure the uniqueness of the pin, and build on the talent within the city presently. Design submissions could begin to be sought immediately, but in order to allow for the students of the city's various art programs to participate, accepting submissions in to the fall of this year would be beneficial.

Costs and Options

There will be an initial cost to the award to set up/design the 'pin' for recipients, as well as the permanent plaque to be on display at City Hall. It is anticipated, based on initial estimates that this would cost up to \$1,000, with a nominal additional annual cost for engraving.

DISCUSSION

Subsequent to the approval of the terms of reference, there has been some suggestion that perhaps the terms of reference could be amended as follows:

- to permit recipients, in the case of an individual, to be a non-London resident, as the individual may no longer reside in London, but lived here during the period of time when the initiative was undertaken by the individual; and,
- to amend the membership of the Selection Committee to include representatives of educational institutions such as Western University and Fanshawe College; London Arts Council and one Member of Council.

If it is recommended that the terms of reference be amended, a reconsideration will be required as this is a decided matter of Municipal Council.

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.

APPENDIX "B"

Communications Protocols and Procedures Outstanding London Ambassador Award

The Award will be presented annually at a Municipal Council meeting prior to June of each calendar year.

Background

The Outstanding London Ambassador Award is presented annually to a London resident, business or organization that demonstrates, 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.

The deadline for the submission of nominees is December 31st. Nominations, not selected for the award, would not remain on file.

Communications

The Civic Administration, through the City Clerk's Office and the Communications Division, will be responsible for ensuring that information regarding the Outstanding London Ambassador Award is provided to the community by using a variety of communication methods. The key messages with respect to the Awards will be to recognize a London resident, business or 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.

The target group for this information would be Londoners, community service providers, local and outside business, small labour, corporations, institutions and youth and young adult groups and organizations.

Tools

The following communications tools will be used to undertake the promotion of the Outstanding London Ambassador Award:

- posters/poster distribution
- social media in coordination with festivals and events in London
- news releases with a call to action for Award nominations
- news releases announcing the winners of the Award
- e-newsletter promotion
- City of London's website
- community advertisement on London Rogers TV
- promotion to businesses, corporations and institutions outside of London.

Timelines

June

Poster distribution

July

Facebook: Calling for nominations.

Twitter

Festivals

News Release – calling for nominations

E-newsletter

Internal communications to City employees

August

Festivals

Facebook: Calling for nominations

Twitter: Calling for nominations

September

Facebook: Calling for nominations

Twitter: Calling for nominations

E-newsletter promotion for submission of nominations

October

Facebook: Calling for nominations

Twitter: Calling for nominations

E-newsletter promotion for submission of nominations

November

Facebook: Calling for nominations

Twitter: Calling for nominations

E-newsletter promotion for submission of nominations

December

Mid-December - Final call for nominations news release

Twitter: Last call for nominations

Prior to June Social media: Winner of the Outstanding Londoner Ambassador Award will be recognized at City Council

News release announcing winner/social media promoting winners

APPENDIX "C"

Selection Process Outstanding London Ambassador Award

Selection Process

The Selection Committee as set out in the "Terms of Reference Outstanding London Ambassador Award", will be administratively supported by the City Clerk's Office. The Committee will provide a recommended nominee for the Award to Council through the Strategic Priorities and Policy Committee.

The selection process will be as follows:

- The Selection Committee will submit their recommended nominee to the Strategic Priorities and Policy Committee.
- The recommendation of the Selection Committee (based on a 75% majority support from the Committee) shall be based upon the review of all nominations received by the City Clerk's Office, within the nomination period.
- The Strategic Priorities and Policy Committee will provide a recommendation with respect to the preferred recipient to Council for consideration.
- Nominations may be submitted by individuals, businesses and/or organizations.
- An individual, business or organization shall receive the Award once.
- The recipient must not be a City of London employee.
- The recipient must not be a current Member of Council;
- A plaque displaying the names of the recipients shall be displayed in City Hall.;
- The recipients will receive a pin specifically designed for this unique Award, as well as a gift bag.
- The presentation would be held prior to June of each calendar year, at a Council meeting, and where the recipient (and a guest) would be a guest of the Council for dinner.