

NO: R132

COUNCIL DATE: September 14, 2020

---

## REGULAR COUNCIL

TO: **Mayor & Council**

DATE: **September 10, 2020**

FROM: **General Manager, Parks, Recreation & Culture**

FILE: **0290-01**

SUBJECT: **Proposed Civic Distinction Awards Program Recognition**

---

## RECOMMENDATION

The Parks, Recreation & Culture Department recommends that Council:

1. Receive this report for information; and
2. Approve the recognition plan for the Civic Distinction Awards program as generally described in this report.

## INTENT

The purpose of this report is to obtain Council's approval for the Civic Distinction Awards program recognition plan for the 2020 Civic Distinction Awards Program.

## BACKGROUND

On July 27, 2020, Council approved Corporate Report R119; 2020 titled, "Update on the Civic Distinction Awards Program", (a copy is attached as Appendix "I") and proceeding with a virtual Civic Distinction Awards program in 2020 rather than postponing the program to 2021.

The Civic Distinction Awards includes the following seven award categories:

1. Mayor's Choice Award
2. Design Award
3. Beautification and Enhancement Award
4. Environmental Award
5. Heritage and Arts Award
6. Heart Award
7. Sport Tourism Award

## DISCUSSION

### Nominations and Selection of Winners

Nominations will open September 15, 2020 and will be received digitally for a one-month period. Nominations can also be received in hardcopy at City Hall, but due to COVID-19 management protocols, this is not being promoted. The promotion of the nominations will occur via a social media campaign, e-newsletters, the networks of committee members and in print advertising. Once nominations are received, they will be reviewed by their respective Committees and award recipients will be recommended to Mayor and Council for their approval.

<b>Award</b>	<b>Description</b>	<b>Review Committee</b>
Beautification and Enhancement	Contributions to community vibrancy, safety and connectedness of Surrey's neighborhood through community enhancement activities	Neighborhood Team
Environmental	Leadership in environmental stewardship and green energy	Environmental Sustainability Advisory Committee
Heart	Achievements in social planning	Social Equity and Diversity Committee
Arts and Heritage	Excellence in heritage stewardship and the arts	Surrey Heritage Advisory Commission ("SHAC") and past recipients of the Civic Treasures Award
Design	Excellence in urban design, architecture and public art	Independent jury of architects and artists
Sport Tourism	Excellence in sport hosting	Parks, Recreation and Culture Committee ("PRCC")

### Mayor's Choice Award

The Mayor's Choice Award is a new award category with criteria that can adapt in order to recognize a campaign or initiative that is important to the Mayor in the award year. This year the Mayor has decided that this year's Mayor's Choice Award celebrate and recognize outstanding projects and groups that participated in the Love Where you Live initiative; an initiative to clean up and beautify the City.

### Virtual Recognition and Delivery of Awards

As an alternative to an in-person presentation, award recipients will be acknowledged via a digital online reception that will enable an opportunity for award recipients and Council to connect for a more meaningful recognition. A video recorded message from the Mayor recognizing all of the recipients will be shared virtually as well as awards and certificates will be shipped to the individuals. Award recognition will be promoted via social media, the [surrey.ca/awards](http://surrey.ca/awards) website, in print ads and feature articles in partnership with local bloggers and other digital communication outlets. Photographs of each award recipient or project will be requested for recognition in the social media campaign.

The recognition of the award recipients will occur early in December, following Mayor and Council's confirmation of the recommended award winners.

## **SUSTAINABILITY CONSIDERATIONS**

The Civic Distinction Awards Program supports the objectives of the City's Sustainability Charter 2.0. In particular, this work relates to Sustainability Charter 2.0 themes of Inclusion, Built Environment & Neighborhoods, and Education & Culture. Specifically, this program supports the following Desired Outcomes ("DO"):

- Diversity & Accessibility - DO1 – Surrey welcomes, includes, embraces and values the diversity of people who live here.
- Diversity & Accessibility - DO9 - Surrey supports and celebrates its diverse artists, cultures and community heritage through inclusive festivals, programming and events.
- Community Pride & Engagement - DO20 - Surrey residents are proud of their community.
- Community Pride & Engagement - DO21 - All residents have opportunities to be meaningfully engaged in civic issues and to contribute to community life.
- Community Pride & Engagement - DO23 – Numerous active local clubs, groups and agencies contribute to the community's well-being.

## **CONCLUSION**

This report provides Council with an outline of a plan to acknowledge and celebrate the Civic Distinction Awards that is in full compliance with COVID-19 health and safety protocols in lieu of an in-person ceremony. The Parks, Recreation & Culture Department recommends that Council support the recommended plan that provides opportunity to appropriately acknowledge the many contributions by Surrey's businesses and community leaders.

Laurie Cavan  
General Manager,  
Parks, Recreation & Culture

Appendix "I" – Corporate Report R119; 2020



# CORPORATE REPORT

NO: R119

COUNCIL DATE: July 27, 2020

---

## REGULAR COUNCIL

TO: Mayor & Council

DATE: July 23, 2020

FROM: General Manager, Parks, Recreation & Culture

FILE: 0290-01

SUBJECT: Update on the Civic Distinction Awards Program

---

## RECOMMENDATION

The Parks, Recreation & Culture Department recommends that Council:

1. Receive this report for information; and
2. Approve the recommendation to postpone the Civic Distinction Awards until fall 2021 as generally described in this report.

## INTENT

The purpose of this report is to obtain Council's approval to postpone the Civic Distinction Awards ceremony initially planned to occur on October 22, 2020, until 2021 in response to the impacts of the current COVID-19 pandemic.

## BACKGROUND

The Civic Distinction Awards (previously City Awards) acknowledge business and community leaders who have made a major contribution to the City of Surrey in their respective fields. The awards program is indented to feature seven award categories, as follows:

1. Mayor's Choice
2. Design
3. Beautification
4. Environmental
5. Heritage and Art
6. Heart
7. Sport Tourism

Corporate Report R197; 2019 (attached as Appendix "I") discusses the plans for the event proposed in 2020.

## **DISCUSSION**

### **2020 Event Planning**

The proposed event was planned to occur on October 22, 2020 in Council Chambers. There are a number of significant components to planning this prestigious event with the schedule to start eight months in advance. A copy of the 2020 event schedule is attached as Appendix "II". The website for the awards program was scheduled to launch at the end of March and nominations were to open at the beginning of April and set to close for committee consideration on June 5, 2020. Throughout June and July, the nominations are typically reviewed by the various committees and by August 1, 2020, the recommendations for winners are planned to be put forward for Council approval in September. Many of these components were not able to be achieved due to the timing of the COVID-19 pandemic and its impacts.

### **COVID-19 Pandemic**

In accordance with Provincial Health Orders and the necessary redirection of staff resources during the pandemic, a number of City Committee meetings were cancelled in March, and April as well, the launch of the Civic Distinction Awards marketing campaign was deferred. Other required meetings for the coordination of the awards program where participants review the nominations were also cancelled.

### **Postponing the Event Until 2021**

Staffs ability to plan and host this event has been greatly impacted and hindered by the COVID-19 pandemic. At this time, it is very unlikely that the event could be held in-person in October based on the phased approach to recovery as outlined by the Provincial Health Officer and the size of the anticipated guest list estimated at over 200 attendees. Staff propose postponing the Civic Distinction Awards to 2021. The event could be shifted to 2021, keeping to a fall date and allowing for an in-person gathering featuring a reception, formal award presentations, speeches and traditional recognition of winners and nominees. Following the 2021 event, the awards program could continue following a four-year program cycle (next event in 2025).

Postponing the event until 2021 will provide opportunity for staff to plan a prestigious event that can respond to the changing dynamics of the COVID-19 pandemic. Staff are hopeful that the impacts of the COVID-19 pandemic may be less in 2021 and will also provide opportunity for more residents to participate and celebrate the major contributions by Surrey's businesses and community leaders.

### **Alternative Option to host a Virtual Event in 2020**

Staff also explored the alternate option to host a virtual event in 2020. Should Council prefer a Virtual Civic Distinction Awards in 2020, Staff could expedite and simplify the nominations process and offer award recipients recognition through an online campaign, a variety of local publications and a video message from Mayor & Council. This version of the awards ceremony would not involve an in-person event and therefore may see savings of approximately \$40,000 through the reduction in logistics required for planning and execution of the event.

## SUSTAINABILITY CONSIDERATIONS

The Civic Distinction Awards Program supports the objectives of the City's Sustainability Charter 2.0. In particular, this work relates to Sustainability Charter 2.0 themes of Inclusion, Built Environment & Neighbourhoods, and Education & Culture. Specifically, this program supports the following Desired Outcomes ("DO"):

- Diversity & Accessibility - DO1 – Surrey welcomes, includes, embraces and values the diversity of people who live here.
- Diversity & Accessibility - DO 9 - Surrey supports and celebrates its diverse artists, cultures and community heritage through inclusive festivals, programming and events.
- Community Pride & Engagement - DO20 - Surrey residents are proud of their community.
- Community Pride & Engagement - DO21 - All residents have opportunities to be meaningfully engaged in civic issues and to contribute to community life.
- Community Pride & Engagement - DO23 – Numerous active local clubs, groups and agencies contribute to the community's well-being.

## CONCLUSION

This report provides Council with two options to host a Civic Distinction Awards Ceremony. The Parks, Recreation & Culture Department recommends that Council support the recommendation to postpone the Civic Distinction Awards until fall 2021 to provide opportunity to host an event that is significant, safe and provides opportunity to appropriately acknowledge the many contributions by Surrey's businesses and community leaders.



Laurie Cavan  
General Manager,  
Parks, Recreation & Culture

Appendix "I" – Corporate Report R197; 2019  
Appendix "II" - Civic Distinction Award Timeline

<https://surreybc.sharepoint.com/sites/prcadmistration/corporate-reports-regular/2020/update-on-the-civic-distinction-awards-program-2020-and-options-for-event-hosting.docx>  
PK 7/23/20 12:46 PM

(Appendices available upon request)