

Item	29
Manager's Report No.	20
Council Meeting	00/07/31

TO: CITY MANAGER 2000 July 28

FROM: DIRECTOR PLANNING & BUILDING

SUBJECT: PROPOSAL FOR A BURNABY BUSINESS AWARDS PROGRAM

PURPOSE: To outline a proposal for the implementation of an annual Burnaby Business Excellence Awards program.

RECOMMENDATIONS:

1. **THAT** Council approve the creation and implementation of an annual Burnaby Business Awards Program, as outlined in this report.
2. **THAT** Council authorize the expenditure of up to \$7,500 from Operating Contingency for printing, promotional and other expenses to support the implementation of the inaugural event for an annual Burnaby Business Excellence Awards program.

R E P O R T

1.0 INTRODUCTION

The purpose of this report is to outline the current status of planning and programming efforts leading towards the creation and implementation of an annual Burnaby Business Awards program.

At its 1999 September 20 meeting, Council referred a report on a proposed Burnaby business awards program to the Finance and Economic Development Committee for consideration. At its meeting of 2000 February 7, the Committee referred the report to staff for re-working of the implementation schedule for the awards program in consultation with the Burnaby Board of Trade.

The Burnaby Board of Trade has proceeded with the planning of the awards program working towards a selected date of 2000 October 18 for presentation of awards to selected nominees at a gala dinner event to be held at the Hilton Vancouver Metrotown hotel.

The proposed Burnaby Business Excellence Awards program has been developed as a joint initiative of the City and the Burnaby Board of Trade. The awards program would serve to recognize both business achievement and businesses that have made an exemplary contribution to the community.

In pursuing the development of the proposed business awards program, Mr. Peter Legge, publisher of *B.C. Business Magazine*, has agreed to assist with the planning, promotion and sponsorship of the awards event, and to play the role of Master of Ceremonies for the gala evening. The Burnaby Board of Trade is currently actively seeking additional sponsors for various aspects of the awards program.

This report seeks Council approval for a proposed annual Burnaby Business Excellence Awards program and associated City expenditures for the inaugural event.

2.0 PROPOSED BURNABY BUSINESS EXCELLENCE AWARDS

The City currently recognizes contributions to the community by Burnaby citizens, and to some extent businesses, through a number of awards including: The Kushiro Cup - Citizen of the Year Award, Municipal Appreciation Dinner, Environment Awards, Heritage Awards, Local Heroes, and the Burnaby Beautification Committee awards. At present, however, Burnaby does not have a specific awards program that directly recognizes contributions to economic vitality and community well-being made by Burnaby businesses.

Business award programs typically incorporate a number of common features that include: the definition of award categories, receipt of nominations, selection of award winners, and a coordinated event for presentation of the awards. The following business awards program has been developed in cooperation with the Burnaby Board of Trade.

2.1 Award Categories

The Burnaby Business Excellence Awards program is proposed to recognize business achievement and contribution to community in seven categories, as follows:

Burnaby Community Spirit Award

This award would be given to a nominated business that made an exceptional contribution to Burnaby's community spirit, image and identity by promoting Burnaby, through its business activities, as a good and safe place to live, work and invest.

Burnaby Community Service Award

This award would be presented to a local business or business person that has improved the quality of life in the community through contributions to the development of local amenities and civic facilities, and support of local events, service agencies, arts and cultural resources, and community organizations.

Burnaby Business Innovation Award

This award would be presented to a nominee that has shown ingenuity and innovation in product design, marketing, science and technology, productivity, commercialization, employee training, and other aspect of business activities.

Burnaby Entrepreneurial Spirit Award

This award would be presented to the nominee that has demonstrated exception entrepreneurial drive, determination and leadership in launching a new business or business initiative.

Business News-maker of the Year Award

This award would be presented to the nominee that has been widely recognized in the press for their achievements as a Burnaby based business, and in doing so has helped to promote the City as a dynamic place for business.

Business Person of the Year Award

This award would be presented to a business person who through personal vision, expertise, dedication, and performance is an outstanding role model for business development and excellence.

Burnaby Business of the Year Award

This award would be presented to a Burnaby business that has made an outstanding contribution in the combined areas of business success, innovation, and community service.

2.2 Request for Nominations

Nominations for the Burnaby Business Awards would be sought from Burnaby residents, businesses and organizations. A brochure outlining the awards program and nomination requirements would be printed and distributed through the Burnaby

Board of Trade, City libraries, recreation centres, and information kiosks, local newspapers, and at other community and business events. An advertisement with the nomination form would also be placed in the two local Burnaby newspapers. Subject to production schedules, *B.C. Business Magazine* has also offered to advertise the awards program in the magazine.

In order to provide sufficient lead time for the receipt and review of nominations leading up to the scheduled 2000 October 18 event, the nomination brochures and newspaper advertisements are being prepared for printing and distribution in early August.

2.3 Selection of Award Winners

City staff and Burnaby Board of Trade Board members would undertake to review nominations to ensure that a complete and valid nomination has been received. A report on the nominations received and a preliminary sorting and ranking of nominations by award category would be prepared for an awards selection panel. The selection panel would be composed of members of Council and representatives of the Burnaby Board of Trade. The Panel would review the nominations received to develop an approved short list of up to three finalists and a selected award winner for each category. Finalists would be announced at a planned Board of Trade luncheon, with the selected award winner revealed at the gala awards event.

2.4 Nomination Criteria

To be eligible for an award, the nominees must have either a Burnaby business location, and/or a valid Burnaby business licence if required. Candidates may be nominated for more than one category. A business would typically not be eligible to receive the same category of award more than once within a three year period. For the purposes of the Awards Program, non-profit groups, charitable organizations, private institutions and other non-government agencies would be considered on the same basis as for-profit businesses.

2.5 Awards Presentation Event

The awards are to be presented to the selected recipients at a gala dinner event based on an *Academy Awards* model. For the inaugural event, a catered dinner is planned to be held at the Hilton Vancouver Metrotown in the Crystal Ballroom. The Hilton has agreed to donate the use of their facilities for the selected date of 2000 October 18.

Tickets to the event would be sold through the Burnaby Board of Trade to assist in recovering the cost of the event and to raise funds for ongoing Burnaby Board of Trade programs and activities. Tickets are expected to be priced in the order of \$75.00 per seat with a volume discount for larger ticket orders. It is expected that the City would reserve up to two tables at the event for members of Council and invited guest. The event would be open to all members of the community.

Information on the award finalists would be prepared for distribution at the event as part of an event program and nominee profile brochure. The awards presentations would be made by representatives of the Burnaby Board of Trade, Burnaby Council, and event sponsors.

Each recipient of the Burnaby Business Award would be presented with an award trophy consisting of a glass art piece and engraved plaque with the award name, year, and recipient.

2.6 Program Schedule

The current date for the first Burnaby Business Excellence Awards event has been scheduled for the evening of 2000 October 18 at the Hilton Vancouver Metrotown Crystal Ballroom. To encourage the submission of nominations for the awards, a brochure outlining the Awards Program is planned to be finalized and printed for distribution in early 2000 August. The deadline for submission of nominations is currently set for 2000 September 8.

2.7 Sponsorship of the Awards Programs

Sponsors are being sought for various aspects of the awards program. Mr. Peter Legge, publisher of *B.C. Business Magazine* has re-iterated his offer of last year to assist with the event. A sponsor benefit package is being development by the Board of Trade. This package will include recognition of sponsors on printed materials, the opportunity to present a sponsored award at the event, and other related promotional and event benefits. The City, while a joint partner in the awards program, would also officially present the *Burnaby Community Spirit Award*.

As an awareness of the awards program develops over successive events, it is anticipated that the program would become financially self-sufficient and a source of revenue to support Burnaby Board of Trade economic development and business promotion activities. The Board of Trade has taken the lead role in organizing the event, gala dinner, and awards presentations, and the solicitation of corporate sponsors for the awards program, and their efforts are very much appreciated.

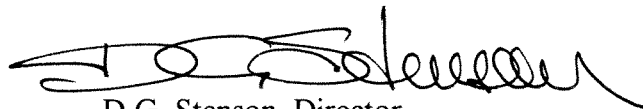
For the inaugural event, it is proposed that the City assist with event costs largely through the printing and distribution of promotional materials, creation of award trophies, and other miscellaneous items estimated at \$7,500. The level of City financial support for the awards program in subsequent years would be subject to review. Sufficient budget funds are available in Operating Contingency to cover the estimated costs to the City to assist with the inaugural awards event.

3.0 CONCLUDING COMMENTS

With Council approval of the Burnaby Business Excellence Awards Program, as outlined in this report, City staff would continue to assist the Burnaby Board of Trade with the implementation of the awards program through the printing and distribution of the awards brochure and other materials.

The Board of Trade would continue to take the lead role in organizing the gala dinner, coordinating the presentation of the awards, and seeking sponsorships for the proposed awards event at the Hilton Vancouver Metrotown currently scheduled for 2000 October 18.

It is recommended that Council approve the creation and implementation of an annual Burnaby Business Excellence Awards Program, as outlined in this report. It is also recommended that Council authorize the expenditure of up to \$7,500 from Operating Contingency for printing, promotional and other expenses to support the implementation of the inaugural event.



D.G. Stenson, Director
PLANNING AND BUILDING

LP/sla

cc: Deputy City Manager, Corporate Services
Director Finance
Director Parks, Recreation & Cultural Services