

CITY OF BURNABY
FINANCE AND ECONOMIC DEVELOPMENT COMMITTEE

HIS WORSHIP, THE MAYOR
AND COUNCILLORS

RE: 2001 BUSINESS AWARDS PROGRAM

RECOMMENDATION:

1. 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 2001 Burnaby Business Excellence Awards program.

REPORT

The Finance and Economic Development Committee, at its meeting of 2001 May 07 received and adopted the attached report from the Director Planning and Building requesting funding for the 2001 Burnaby Business Awards Program. The report notes that the funds will assist with costs associated with printing and distribution of promotional materials, creation of award trophies and other miscellaneous items.

The Committee has reviewed the revenue and expenditure figures from the 2000 Awards Program as well as the proposed budget for 2001 and are satisfied with the information provided. It is, therefore, recommended that expenditures up to \$7,500 be authorized as the City's contribution as a joint partner in the awards program.

Respectfully submitted,

Councillor D.R. Corrigan
Chair

Councillor D.N. Johnston
Member

Councillor N.M. Vokow
Member

<p>COPY - CITY MANAGER - DIRECTOR FINANCE - DIRECTOR PLNG. & BLDG.</p>
--

TO: CHAIR & MEMBERS
FINANCE & ECONOMIC DEVELOPMENT COMMITTEE

2001 May 03

FROM: DIRECTOR PLANNING & BUILDING

OUR FILE: 00.830

SUBJECT: BURNABY BUSINESS AWARDS PROGRAM

PURPOSE: To request funding for the 2001 Burnaby Business Excellence Awards.

RECOMMENDATION:

1. **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 2001 Burnaby Business Excellence Awards program.

R E P O R T

1.0 BACKGROUND

At its 2000 August 31 meeting, Council endorsed the creation and implementation of the Burnaby Business Excellence Awards program, to be executed in partnership with the Burnaby Board of Trade. The Awards program serves to recognize both business achievement and businesses that have made an exemplary contribution to the community. Award categories are outlined in Appendix A, *attached*. The inaugural Awards were conferred on 2000 October 18, at a gala dinner event held at the Hilton Vancouver Metrotown Hotel.

This report seeks Council approval for the 2001 Burnaby Business Excellence Awards program and associated expenditures for this year's nomination process and event.

2.0 2001 BUSINESS EXCELLENCE AWARDS PROGRAM

The Burnaby Board of Trade, in association with City staff, have commenced the initial planning for this year's Awards program. It is anticipated that the 2001 program will be similar in size and scope to last year's program, subject to minor refinements. The awards are to be presented to the selected recipients at a gala dinner event based on an *Academy Awards* model. A catered dinner is again planned to be held at the Hilton Vancouver Metrotown in the Crystal Ballroom on 2001 October 18.

The nomination ballot is being designed, and is intended to be distributed by the end of May through the Burnaby Board of Trade, local business improvement associations, information kiosks and at community and business events. An advertisement with the nomination form would also be placed in the two local Burnaby newspapers, and other publications are currently being explored. In addition, there is a desire to have a link to the forthcoming Board of Trade website nominations page from the City's "What's New" website page. The proposed deadline for nominations is 2000 July 15.

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.

Sponsors are being sought for various aspects of the awards program. The City, while a joint partner in the awards program, would also officially present the *Burnaby Community Spirit Award* (Appendix A, *attached*).

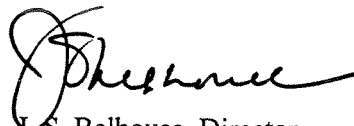
As awareness of the awards program develops over successive events, it is anticipated that the program would become both financially self-sufficient and a source of revenue to support Burnaby Board of Trade economic development and business promotion activities. The Board of Trade has taken the lead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

For the 2001 program, it is proposed that the City assist with event costs associated with the printing and distribution of promotional materials, creation of award trophies, and other miscellaneous items up to \$7,500. The level of City financial support for the awards program in subsequent years would be subject to review. Sufficient funds are available in Operating Contingency to cover the estimated costs to the City to assist with the awards event.

3.0 CONCLUDING COMMENTS

With Council approval of the 2001 Burnaby Business Excellence Awards program, as outlined in this report, City staff will continue to assist the Burnaby Board of Trade with the implementation of the 2001 Awards program. 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 2001 October 18.

It is recommended that Council approve the program for the 2001 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 2001 Awards program.



J. S. Belhouse, Director
PLANNING AND BUILDING

KSF

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

Appendix A

Burnaby Business Excellence 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.