

Memo



Date: July 19, 2010
File: 0610-53
To: City Manager
From: Director, Recreation & Cultural Services
Subject: Annual Civic and Community Awards Format and Venue

RECOMMENDATION:

THAT City Council endorse the format change for the 2011 Annual Civic and Community Awards as outlined in the report from the Director, Recreation & Cultural Services dated July 19, 2010.

AND THAT the Civic & Community Awards Steering Committee report back to Council with an update on the format after the 2011 event prior to planning for 2012.

PURPOSE: To seek Council's endorsement for a change in the format and the venue for the Annual Civic & Community Awards.

BACKGROUND:

The Civic and Community Awards is a premier annual awards program presented by the City. Through 11 different categories (14 recipients), volunteers, artists, sport excellence and businesses are recognized for their outstanding accomplishments and contributions to our community. 2011 will be the 36th annual event.

The typical format for the program has evolved into a "gala" event that involves a banquet-style evening with the awards presented throughout. The evening starts with the Mayor's Reception that recognizes finalists in a private setting. Following the reception guests are served a three course meal in the ballroom while the award presentations begin.

Attendance to the event varies from year to year but on average 400 individuals take part in the event.

As planning continues for the 2011 event, a format change has been proposed by the Civic & Community Awards Steering Committee. The change involves moving the event from a hotel based banquet-style event to an auditorium setting at the Kelowna Community Theatre (KCT) with a heightened emphasis on the awards and their recipients.

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The new format would involve:

- Location change to KCT; including Mayor's Reception in the Black Box Room.
- Opportunity for 'mix and mingle' prior to the awards ceremonies in the lobby and include catered appetizer's with servers floating around the lobby.
- Auditorium setting for a "gala" awards ceremony.

While the Steering Committee is pleased with the event to date and acknowledges many improvements over the last few years, it also recognizes there are challenges with the current format. These challenges include:

- Keeping the evening within a reasonable timeframe. Fitting in 11 different award categories, identifying 28 finalists and 14 recipients, and providing a 3 course banquet meal creates time management challenges and a rushed format.
- Ever increasing costs for the entire production and reflected ticket prices that may restrict attendance
- Maintaining respectful attention to the podium during award presentations while serving or clearing tables.
- Securing a date with the Delta Grand. Our event date is subject to competing dates from larger events particularly those involving overnight guests.

Opportunities with the change in venue and format:

- Increased flexibility in coordinating the event and set-up aspects of the evening given that the KCT is a City facility.
- Maintaining a food element through catered appetizers prior to the event. This would be at a reduced cost compared to a banquet resulting in a more accessible ticket price and increased participation.
- The flow of the awards presentations would improve as we would not have to work around the meal (i.e. setting and clearing tables).
- Ability to create more focus on the finalists and award recipients.
- Likely reduced time for the event or less rushed with the opportunity to add special performances or other awards if warranted.

While the Steering Committee recommends a change they also recognize that there will be planning logistics that need careful consideration (i.e. the lobby for KCT is capable of holding 250 people).

As per the recommendations, this format change would be on a trial basis for 2011 and the Steering Committee would be required to report back regarding the event prior to detailed planning for 2012.

INTERNAL CIRCULATION TO: General Manager, Community Services;
Director, Community & Media Relations

EXTERNAL AGENCY/PUBLIC COMMENTS: Change in format and venue has been unanimously recommended from the Civic & Community Awards Steering Committee.

Considerations that were not applicable to this report:

FINANCIAL/BUDGETARY CONSIDERATIONS

PERSONNEL IMPLICATIONS

ALTERNATE RECOMMENDATION
LEGAL/STATUTORY AUTHORITY
LEGAL/STATUTORY PROCEDURAL REQUIREMENTS
EXISTING POLICY
TECHNICAL REQUIREMENTS
COMMUNICATION CONSIDERATIONS

Submitted by:



J. Gabriel, Director, Recreation & Cultural Services

Approved for inclusion:



J. Vos, General Manager, Community Services

Cc: General Manger, Community Services
Director, Community & Media Relations
Civic & Community Awards Steering Committee

