

City of Mississauga

Corporate Report



Date: February 2, 2021

To: Chair and Members of General Committee

From: Gary Kent, CPA, CGA, ICD.D, Commissioner of
Corporate Services and Chief Financial Officer

Originator's files:

Meeting date:
February 24, 2021

Subject

Civic Awards of Recognition Rebranding to COVID Heroes Program in 2021

Recommendation

That Council endorse the COVID Heroes program and the plan to pause the traditional Civic Awards of Recognition program in 2021, as outlined in the report dated February 2, 2021.

Report Highlights

- Throughout the COVID-19 pandemic, many Mississauga residents have gone above and beyond, contributing to helping their fellow residents in a fundamental way.
- To recognize these individuals, staff, in partnership with the Mayor's Office, has developed a COVID Heroes campaign.
- The City's annual Civic Awards of Recognition program will be rebranded in 2021 to the official COVID Heroes program.
- The goal of the COVID Heroes Program is to recognize residents who made outstanding contributions to their communities during the pandemic.
- The program will be broken down into three key phases:
 - Nomination and promotional period
 - Nomination review and approval
 - Recognition ceremony and place-making piece
- Recognition will be given through:
 - A pre-recorded, virtual ceremony on Mississauga Celebration Square
 - A commemorative place-making piece featuring a short message on behalf of Mayor Crombie and Council
 - Certificates of recognition

Background

Each year, the Mayor and Members of Council recognize the efforts and achievements of Mississauga residents and volunteers through the City's Civic Awards of Recognition Program.

Traditionally, residents, community groups, organizations or businesses are nominated for a Civic Recognition Award as per [Civic Recognition Policy](#) (06-04-01). Eligible nominees must meet the criteria outlined in the Civic Recognition Program, including proof that the nominee's actions or work directly served Mississauga and its residents.

Over the course of the past year during the COVID-19 pandemic, the spirit of residents going above and beyond to serve their community has never been stronger. Since March 17, 2020 when Premier Ford declared a state of emergency in Ontario, residents have stepped up at work, at home, at school and in their communities to show their commitment to keeping Mississauga strong, thriving and resilient.

Recognition campaigns have been popping up both locally and internationally in recent months to shine a spotlight on those who have gone above and beyond during the pandemic. With the City's primary focus on the challenge of managing the number of COVID-19 cases down over the past year, Mississauga is now ready to officially celebrate and recognize the many COVID Heroes who live "without capes" but with the power to make their co-workers, friends and neighbours' daily lives better.

To ensure that appropriate recognition focus is placed on the City's COVID Heroes, it is recommended that the annual Civic Awards of Recognition program be rebranded in 2021 to the official COVID Heroes program.

To communicate this change, a message will appear on the Civic Recognition nomination web page indicating that the 2021 program will be dedicated to COVID Heroes. A COVID Heroes promotional campaign will also run throughout the duration of the nomination period on the City's corporate channels.

Any recognition submissions outside of the scope of COVID Heroes will be considered for the 2022 traditional Civic Awards of Recognition program.

Comments

In 2021, staff recommends that the City's traditional Civic Recognition Awards program shift to specifically highlight the work done by residents who have supported others during the COVID-19 pandemic.

The recognition program, branded as COVID Heroes, will be celebrated through a virtual ceremony led by Mayor Crombie and Members of Council and a temporary place-making piece

on Mississauga Celebration Square (MCS) showcasing the Heroes. The place-making piece will remain on the Square until the end of 2021.

The program will be broken down into four key phases:

1. Promotional period and Nomination Call-out (February 26 to March 19)
2. Nomination review approval (March 22 to April 1)
3. Virtual Recognition Ceremony (Filming during week of April 5)
4. Council Meeting, including presentation of virtual recognition ceremony (April 21)

Given that National Volunteer Week is April 18 to 24, staff are recommending that the COVID Heroes are recognized during the April 21 Council Meeting by presenting the pre-recorded recognition ceremony and unveiling of the place-making piece.

The pre-recorded ceremony will feature the Mayor and Council onsite from MCS, of course respecting all the health and safety restrictions in place at that time. The ceremony will be shared through the City's social media channels.

During the ceremony, the following will take place:

- The names of all COVID Heroes will be displayed on the MCS ribbon screens for one month following the ceremony.
 - A temporary, free-standing place-making piece will be unveiled on the Square. The piece will be constructed by a Mississauga-based company that specializes in custom 3D displays and will feature a design that embodies heroism in Mississauga. The piece will include a short message on behalf of Mayor Crombie and Council.

Engagement and Collaboration

In order to ensure all supporting City departments understand the elements of the COVID Heroes program that impact them, the following group has been consulted:

- Culture - Mississauga Celebrations Square (MCS)
 - The pre-recorded ceremony will take place on MCS. The names of all Heroes will be put in the rotation for the ribbon boards for one month following the ceremony.
 - The temporary, freestanding place-making piece will remain on the Square until the end of 2021.
 - No significant concerns were raised.

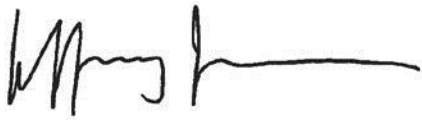
Financial Impact

The annual operating budget of \$3,400 for the Civic Awards of Recognition will be allocated to this program.

The creation of the temporary place-making piece (approximately \$8,000) will be funded by the Culture Division, Culture Planning Operating – Professional Services 21135-715601.

Conclusion

It is an ideal time for the City to recognize its residents who have gone above and beyond to make the lives of all Mississauga residents better. To give this program the attention it deserves, it is essential to pause the City's traditional Civic Awards of Recognition program in 2021 to focus on recognizing those deserving COVID Heroes. The perfect opportunity to recognize local heroes is in conjunction with National Volunteer Week (April 18 to 24).



Jeff Jackson, Director of Finance and Treasurer on behalf of
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