

Memorandum

Date: June 3, 2021

Submitted by: Community Development Department – Economic Development Office

Subject: 2021 Spike Business Awards Timeline

To seek Council approval on the Economic Development Committee's (EDC) request to modify the timeline for the Spike Business Awards program for 2021.

2021 will be the 16th year of the Spike Business Awards, Port Moody's signature event recognizing the City's business community in six categories: Arts in Business, Environmental Leadership, Inclusive Excellence, New Business, Young Entrepreneur, and Business of the Year.

For the past two years, the selection process has involved the following steps:

1. sending notification to businesses (**Attachment 1**) and informing the public that the nomination period has opened;
2. shortlisting of finalists from among the nominations by the EDC Spike Business Awards working group;
3. requesting additional information from finalists to supplement nominations;
4. selecting winners by the EDC; and
5. presenting the awards.

Steps 2 to 5 typically occur within a four or five week period and logistics are compressed.

The EDC is recommending that the presentation be held during BC Buy Local Week, which takes place around the last week of November and into the first week of December, rather than Small Business Week in October, when the awards have typically been distributed.

The rationale is to accommodate a slightly longer nomination period, to provide the Committee adequate time between receiving documentation from finalists to the selection of winners, and to serve as a reminder during the critical holiday period to support local enterprises.

At this time, the format for the presentation of the 2021 Spike Business Awards is still undecided given regulatory uncertainty and appetite for in-person events and budget considerations. In 2020, due to COVID-19, the event was a scaled-down version consisting of members of Council presenting to the winners at their place of business. Should the EDC recommend an in-person event, a subsequent memo will be sent to Council with a funding request.

The recommended resolution is:

THAT Council approve the revised Spike Business Awards timeline as recommended in the memo dated June 3, 2021 from the Community Development Department – Economic Development Office regarding 2021 Spike Business Awards Timeline.

Attachment(s)

1. 2020 Poster for Businesses.

Report Approval Details

Document Title:	2021 Spike Awards Timeline.docx
Attachments:	- Attachment 1 - 2020 Poster for Businesses.pdf
Final Approval Date:	Jun 14, 2021

This report and all of its attachments were approved and signed as outlined below:

Kate Zanon, General Manager of Community Development - Jun 9, 2021 - 11:39 AM

Dorothy Shermer - Jun 9, 2021 - 10:47 PM

Natasha Vander Wal for Rosemary Lodge, Manager of Communications and Engagement - Jun 10, 2021 - 11:19 AM

Paul Rockwood, General Manager of Finance and Technology - Jun 10, 2021 - 4:07 PM

Tim Savoie, City Manager - Jun 14, 2021 - 9:13 AM